

■■■■■ ACHIEVING A DIGITAL-FIRST MINDSET E-BOOK

EMPOWERING INNOVATION PRODUCTIVITY & SECURITY

WITH A DIGITAL-FIRST AGENDA



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Introduction



"It's not about our technology, it is about what you can do with technology to create your own technology, to have real impact in moving our society and economy forward"

– Satya Nadella, CEO, Microsoft

Digital technology has brought new opportunities for organizations to innovate and be more productive. But many are still grappling with how to achieve a digital-first mindset while ensuring data security. In fact, only 28% of organizations say that they have a digital-first approach within their organization.

Industry and government leaders around the world recognize that competing in the digital economy is key to creating job opportunities, stimulating growth, and ensuring sustainable development. Leaders in digital transformation generate an average of \$100 million more in additional operating income each year. The more sectors are digitized, the more benefits extend beyond individual organizations to the economy at large. These objectives are closely aligned with United Nations Sustainable Development Goal #9, to "build



Digital disruption

84% of CEOs believe digital disruption is imminent, and almost half think their business model will be obsolete by 2020

Source: Harvard Business Review

86% see digital disruption more as an opportunity than as a threat to their business

Source: Harvard Business Review

But only **47%** say their organization has developed and communicated a formal business strategy for the digital future

Source: Harvard Business Review

resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.”

Recognizing the importance of digital for future prosperity is one thing, but developing an agenda to make that vision a reality can be quite another. Digital transformation is not simply about technology – it requires leaders to re-envision existing business models and embrace a different way of bringing together people, data, and processes to create value for their customers and citizens.

It demands a mindset that thinks in three dimensions: securely digitizing core business activities; enabling consumers – whether customers or citizens – to confidently

Data equals opportunity

67% of customers would share more data with banks in return for personalized advice and benefits

Source: Accenture, 2017 Financial Services Global Distribution & Marketing Consumers Study:
www.accenture.com/FSCConsumerStudy

Digital-first movers could see a simultaneous **30%** revenue increase and **30%** reduction in costs by 2020

Source: PWC

By better integrating big data, healthcare could save an estimated **\$300 billion** a year – equal to reducing costs by \$1,000 a year for every person on the planet

Source: Forbes



embrace digital practices; and transforming the relationship between employees and technology to create a more productive workplace. And as data has become a key asset for organizations of all kinds, security, privacy and transparency must be omnipresent.

In the next few chapters you can explore how governments and businesses can develop a digital-first agenda, and how Microsoft and its partners are helping organizations bring their vision to reality.

Find out more about Industry Digital Transformation at

enterprise.microsoft.com

Digitizing core business activities



Transforming the customer experience, leveraging data to create value, and creating new business models are key areas of focus for any organization thinking about digital strategy

Digitizing core business activities can run the gamut from a government agency wanting to improve service to citizens to a retailer looking to create a seamless shopping experience. It might be the healthcare organization that needs to deliver fast, efficient diagnoses and treatment. Or perhaps a bank that is competing with digital-native competitors, or the manufacturer who needs to get new products to market quickly.

But technology – and people’s expectations – are developing fast, and according to IDC, the strategic priorities underlying those digital transformation goals are rapidly evolving.



For organizations leading the field, yesterday's focus on omni-channel experience has evolved to the blending of digital and physical experiences. Data is no longer leveraged simply to create competitive advantage, but also to create new revenue streams. And having applied digital technologies to improve individual business processes, organizations are now focused on using them to create an operating model that will run the digital business at scale.

That rapid development of priorities illustrates the importance of an open mind in a successful digital-first agenda. "Digital transformation has multiple dimensions and it's complex, but it doesn't have to be confusing," says Toni Townes-Whitley, corporate vice president for industry at Microsoft. "It needs to be boundless, and that means not limiting your thinking about what transformation means."

Looking at what can be achieved now, and then being open to the opportunities those developments bring as the market changes, is essential to success. "At the heart of every company's transformation is a virtuous feedback loop," says Townes-Whitley. "Better products drive more adoption and consumption; more consumption generates a signal to improve products, to change the product set to address new customer preferences. We are finding that digital feedback loop in every industry."



MACY'S, US

Streamlining store management

Founded in 1858, Macy's is an established retailer. In its approach to streamline store management, it was faced with many legacy systems, interfaces with third-party systems, a lot of reporting and a need for more efficiency in using the information it had in stores. "We focused a lot on the seamlessness of the shopping experience for customers, but it really starts with making it a seamless, friction-free experience to run the store," says Michael Czechowski, vice president, communication and technology at Macy's.

The company rolled out a 'bring your own device' policy, but it found that executives were looking for consumer apps from the app store to help them streamline their business. "We thought that was a great opportunity to look at all the data and all the systems we have, and make it seamless for them to access that information," says Czechowski.

The company started with a small app that quickly gained traction. It then worked with Microsoft and its partners to develop a native app across Windows 10, iOS and Android. "We rolled out Surface tablets to all our executives and produced an app to run the store on top of that," says Czechowski. "It's been a framework we were able to build on. We went completely paperless, we were able to slash the budget – it's been a game-changer in store."

Now managers are basing their decisions on real-time information instead of the past. The next step is to enable more predictive information using artificial intelligence and to apply augmented reality "Employees are really customers as well, and they're used to all the latest trends and apps that are out there," says Czechowski. "So we look to give them the same experience when they come to work to run their stores, at the cutting edge, maintaining an enterprise data structure."



CLEARBANK, UK

Delivering secure, instant banking services

ClearBank is the first new clearing bank in the UK for 250 years. Its mission is to reinvigorate the UK banking market and give customers a new choice when it comes to banking.

When looking at the challenges faced by the incumbent banks, Nick Ogden, Executive Chairman at ClearBank was clear what needed to change. "The challenge that they faced was legacy systems that ran on batch processing," he says. "When we designed and built ClearBank, we wanted to get away from that. If I want to make a payment to a business or a relative I want it to happen instantly, and that's what happens with ClearBank." Using Microsoft's Azure platform and partnering with Elastacloud has enabled ClearBank to achieve this.

ClearBank wanted to be sure that customer details would be secure, and Azure was a natural fit. "Security is vitally important for us," says Ogden. "We need to manage ourselves against cyber-attacks and to do that we have help from the Microsoft Redmond Cyber Security center who sit at the perimeter of Azure."

The incumbent banks are also tied down with processes that can take months to complete. Working with Azure, ClearBank has been able to completely change processes and can offer services at unprecedented speeds. "We've created an API, which allows instant access," says Ogden. "It's a simple integration that can be delivered in up to eight weeks, to allow them to create a brand-new service for their customers in record time."

To make all this possible, ClearBank had to make sure it was working with a partner it could trust. Microsoft and Elastacloud were able to complete the vision that ClearBank had.

"Working with Microsoft has been a fascinating experience," says Ogden. "Without that support and commitment, we wouldn't have been able to build the world's leading payments and transactional banking platform that is ClearBank today."



STATE COURT OF JUSTICE OF SAO PAULO, BRAZIL

Adopting 100% digital initiative at court

The State Court of Justice of Sao Paulo (TJSP) was struggling with a sluggish, paper-based judicial system and rising costs as its 50,000 employees worked to serve citizens in South America's most populous city. The state court was literally buried under an avalanche of paper so heavy it was causing structural damage to some of its buildings. Rosely Castilho, CIO of TJSP, saw an opportunity to improve efficiency, comply with federal law and better serve the 20 million residents trying to conduct business with the court. She needed help to design a long-term plan to go 100% digital.

TJSP's employees and technical specialists already used Microsoft products, and Castilho leveraged her experience and the Microsoft Enterprise Strategy Program to accelerate the 100% digital initiative. Within the agreed upon timeline, all new judicial processes needed to be stored digitally in databases, 50,000+ employees needed to be trained to operate digital processes and governance policies needed to be established. Due to the sensitivity of the information, the highest degree of privacy and security as well as business continuity in the event of a disaster needed to be implemented. "Microsoft was the only company who could support the size and scope of TJSP and the population of Sao Paulo without any stops in service," she said.

Automating its processes has made TJSP more efficient, with a 70% reduction in the time it had taken to handle paper processes. Transparency has increased, with information more easily available for consultation and procedural acts. Citizens conduct simple court services from their home computers instead of wasting time in traffic and queues. Judges rapidly access information remotely and make informed decisions much faster, increasing their productivity by 50%. Lawyers research cases and gather information using robust search engines, to develop client cases more efficiently. And TJSP reports that new cases are processed 87% faster.

The efficiencies gained also prompted judges and other court employees to push for more mobile services, like web conferencing and training, and to receive more information on their smartphones.



ARCA CONTINENTAL, MEXICO

Transforming manufacturing with data

Beverage manufacturer and distributor Arca Continental delivers its products to more than 900,000 customers across Mexico and South America. With robust business intelligence already in place to derive product performance insights from sales and external data, the company wanted to explore how it could get new insights to complement this information, specifically as it related to customer preferences, sales trends and the variables that could impact sales on any given day.

The first step was to look at how best-in-class industries transform big data into competitive advantage. Then, after inviting technology vendors to create a proof of concept, the company chose a simple solution called Big Data and Analytics (BD&A) from Neal Analytics.

Using a simple solution to surface data combined with data science and Microsoft Azure Machine Learning (ML), Neal Analytics was able to identify market forces from basic demographic information to the impact of weather on their sales. A simple, email-friendly Excel workbook is delivered to users, who can then interactively analyze the company's internal data with external data and display all that information in a single view.

Seeing actual sales figures mapped against multiple variables brings new insights and immediate impact. For instance, revenue growth managers now have more time to focus on business strategies instead of analysis, and can slice and dice the effects of multiple variables, practically in real time.

BD&A can easily expand and be customized over time, simply by adding regression models and data sources to Azure ML. Arca Continental now plans to expand the solution to all the countries it serves and apply it to other areas such as production, logistics and warehousing, and generating answers for individual areas and the entire company.



FULLERTON HEALTHCARE, SINGAPORE

Improving operational efficiency in Health

Fullerton Healthcare provides medical services to corporate workers from 25,000 small and large corporations and government organizations in Asia. It has 190 medical centers in five countries, with more than 8,000 medical providers. It serves over 10 million people.

One key challenge that Fullerton identifies as trying to solve is the manually intensive, inefficient and error-prone environment of healthcare. They decided on a cloud-first, mobile-first strategy. Fullerton sees machine learning as a way to empower care teams to be more efficient and accurate in their diagnoses. For example, the company is looking at using bio-identification to automatically alert doctors about a patient's health history, helping care teams diagnose the right conditions and prescribe safe medications for every patient. Clinicians would be able to access a summary of every patient's health record to see at a glance key information such as allergies and lab reports. They can drill down into details, use pull-down menus to simplify data entry, and enter hand-written notes. The application also provides the business intelligence to suggest the next best course of action in terms of suggested treatment options for conditions and checks for prescription errors such as mismatches between a drug and a disease, and any conflicts with a patient's existing medications.

Protecting privacy, security and the mobility of data for over 10 million people served is a huge consideration. Some of the patients choose to use their medical benefits to acquire care in other countries and bringing their private data and benefits intact is a challenge, especially given that each country has its own set of regulations. Fullerton has realized that the cloud enables them to access their data anywhere, anytime. "When you think about it, we've all been using third-party cloud services for more than a decade for things like online banking," says Ted Minkinow, CIO at Fullerton Health. "So the real question is, who do we want to protect our data? Microsoft has extensive international security certifications. Backup services, firewalls, system maintenance and operating system patching – those are also core competencies of Microsoft. So for us, the decision to standardize on the Microsoft platform was a no-brainer."

Enabling customers/citizens to embrace digital practices



As organizations and the people they serve move into the digital universe, it's essential that the products and services they provide are both accessible and attractive to all, whatever their age, ability or location.

"Organizations are acutely aware that if consumers can have a frictionless, rewarding experience with one company, they expect it from all," says Chad Hamblin, Global Industry Director, Financial Services at Microsoft. "Consumers are leveraging new technologies and engaging in new ways, and their best experience sets the expectation for every engagement they have. We're seeing an amalgamation of technologies – from customer relationship management (CRM) to chatbots and social – being introduced and used collectively to create a better customer experience, drive business results and create competitive advantage."



These technologies, enabled by the secure, elastic capacity of the cloud, are enabling organizations to innovate with impact. For example, global financial services software provider Temenos leveraged the Microsoft cloud to deliver banking services via mobile phone. As a result, it has brought banking to 10 million people in just two years – people who can now access the services they need to start a business, employ others and more.

Every organization, in every industry, can achieve that level of impact – they just need to think about how their products and services could be transformed and identify the digital strategy that will enable them to do it. As more new technologies continue to emerge, organizations that ensure their strategy drives business results and competitive advantage can make sure they do good business while also having a positive impact on society.



BRITISH MEDICAL ASSOCIATION, UK

Transforming member services

The British Medical Association (BMA) designed and launched its 'Doc health' website on Microsoft Azure cloud, to provide a secure place for medical professionals to discuss personal and professional issues in confidence.

"We are becoming data driven within our organization in many ways so that we can serve our members better," says Ian Turfrey, CIO of the BMA. "For example, using machine learning we analyze our Twitter feed and Google Analytics to stay connected to our members' opinions and feedback, and ensure we're meeting their needs and understanding their priorities. We use predictive analytics to measure the size and weighting of a dispute case to predict how long it will take to resolve and allocate the best resources accordingly. By mining information through Power BI we are identifying trends and gaps, informing our decision-making for the future. We're now experimenting with cutting-edge tools like HoloLens and new types of artificial intelligence using group data to gain higher insight.

"IT is the enabler that's transforming the experience of members and staff by providing valuable, practical tools for the 160,000 doctors who make up our membership – while increasing the positive engagement with our staff."



NORDSTROM RACK, USA

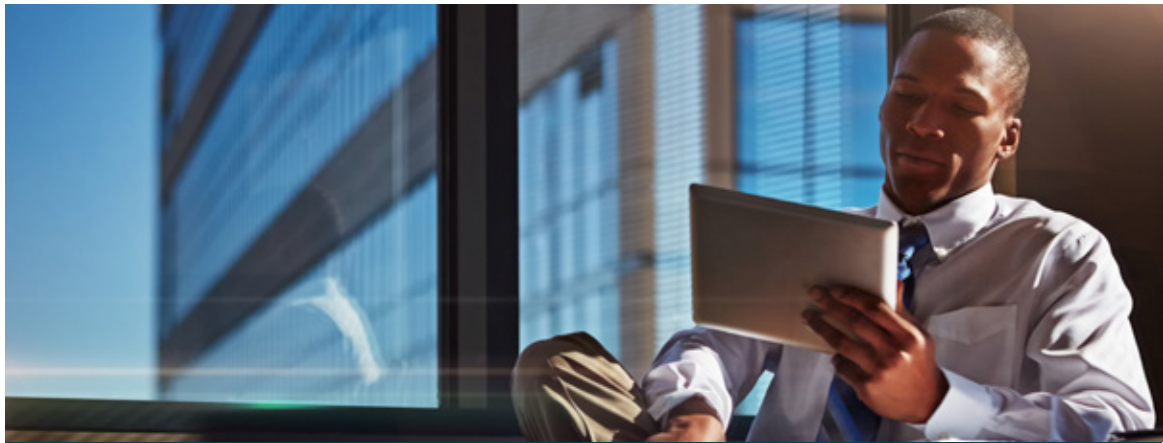
Cultivating retail fans

Nordstrom Rack is the off-price retail division of leading fashion specialty retailer Nordstrom Inc. It wanted to find new ways to let customers shop, engage them and personalize the shopping experience, and leverage data to enhance in-store shopping. Ultimately it wants to increase speed and convenience.

The company decided to pilot in-store beacon technology from Footmarks powered by Microsoft Cloud. It also uses Footmarks SmartConnect to create unique in-app experiences for customers. In addition, it is testing some messaging displays via the beacons to direct shoppers to available fitting rooms or express checkout services, and to show customers extended product offerings that are available online while they're shopping in-store.

The solution has enabled Nordstrom Rack to create a smart and connected store, enabling a permanent digital link with customers along their in-store journey. When a customer arrives, their app changes to In-Store mode where they can leverage endless-aisle shopping through a 'Scan & Shop' feature. SmartConnect delivers personalization via an in-app notification to help drive awareness of this feature and takes a customer directly into the feature. Nordstrom Rack leverages all of Footmarks' capabilities within its SmartConnect Cloud solution. Footmarks manages a beacon network across all 245 Rack stores.

The network enables unique data insights that were previously unavailable to the company. These include Site Traffic (site visits, site walk-by, average dwell time, and time between visits) and Zone Traffic (dwell time per zone, zone visits). With its new understanding of the customer, Nordstrom Rack can combine its contextual data with an understanding of intent and product interest, to deliver personalized communications that optimize the next step in the customer journey.



NEDBANK, SOUTH AFRICA

Enhancing banking service with intelligent bots

Nedbank is one of the top four banks in South Africa, operating in seven African countries. It used the Microsoft Bot Framework and Microsoft Azure Language Understanding Intelligent Service to create a virtual call center solution that can understand the context of clients' questions. By enabling enhanced client service at lower cost, the solution is also key to Nedbank strategy of expanding its individual investor business.

Working with Microsoft Digital Advisory Services and technology provider NML, Nedbank launched the prototype for the Electronic Virtual Assistant (EVA) in three months and put a fuller version into production less than four months later. "That's incredibly fast to launch a chatbot in financial services," says Steven Goodrich, Head of Technology for the Nedbank Wealth Division. He credits the easy-to-use technology in the Bot Framework, its connectivity with downstream messaging apps, and the instantaneous commissioning and decommissioning of infrastructure as needed.

"EVA handles 80% of the inquiries for which it's programmed at just 10% of the cost of live agents," says Goodrich. "That becomes a significant saving as we roll it out more broadly. Even better, it frees up live agents for exception handling."

The team is also seeing benefits it didn't anticipate. For example, live agents use EVA to quickly obtain marketing content and other information for their clients. "EVA is just an extremely easy way to find information," says Goodrich. "As a related benefit, we're getting more consistent answers from live agents because they're using the same tool to research client questions."

Nedbank's next steps are to make EVA available through investors' existing preferred channels, such as messaging apps, and to expand the solution to assist clients with transactions. After presenting the solution to colleagues, Goodrich also received calls asking about the Microsoft Bot Framework's suitability for insurance, vehicle financing, and business and retail banking. "We have a clear vision of using digital transformation for competitive advantage," says Goodrich. "We're using the Microsoft Bot Framework to help turn that vision into reality."



MUNICIPALITY OF HOLLANDS KROON, NETHERLANDS

Reimagining the citizen experience

Hollands Kroon was formed in 2012 by the merger of four smaller cities, and its digital transformation is an all-encompassing vision of what it means to be a citizen of the city.

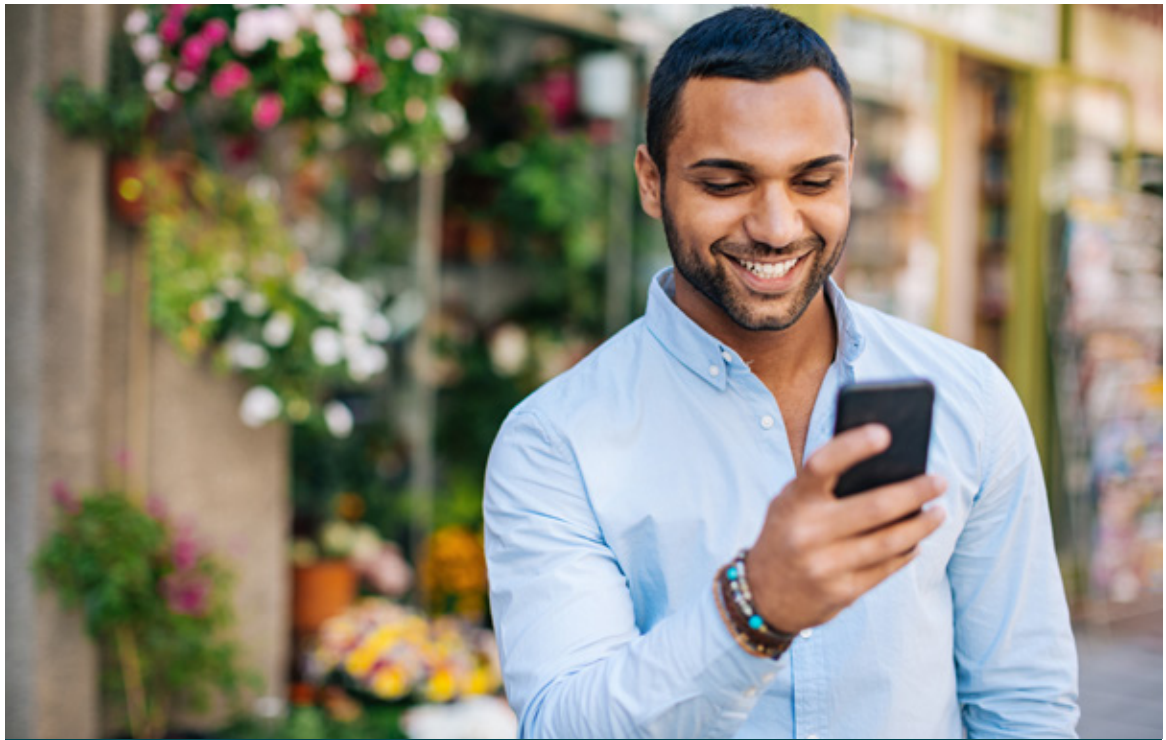
The city's municipal transformation plan has three main parts: workplace transformation; moving the self-managed municipal IT datacenter model to the cloud; and finding new and better ways to gain insights from the city's digital data. One key decision was to empower employees by eliminating standard job hierarchies and reporting structures, freeing up more of the workers' time and energy to help them better serve citizens.

These organizational changes needed the support of a strong and secure IT infrastructure. The city chose to build that in the Microsoft cloud, and worked with Microsoft CityNext partner Sparked to do a security analysis and a legal assessment to make sure the move would comply with all the relevant laws.

Using cloud technology makes it possible for citizens to engage more fully with municipal government, and it makes interactions more transparent. For example, the Fixi mobile app enables citizens to photograph a problem – such as graffiti – in a public space, submit it to the city and track its progress online. Many of the city's internal processes are also more efficient.

Hollands Kroon's mobile workforce can deliver services in ways that are more personal and convenient. For example, people no longer have to visit City Hall to pick up passports and other documents, as city employees deliver them directly to citizens' homes – resulting in a 34% increase in user satisfaction with the service.

The municipality works hard to make it straightforward for businesses to get established in Hollands Kroon, and city workers' mobility makes it easy for them to work on location with businesses and help them move through the process.



AIS, INDIA

Enabling customers with mobile marketing

Asahi India Glass Ltd (AIS) manufactures end-to-end solutions in the automotive glass and architectural glass segments. While there is a lot of room for glass customization, consumers were not able to visualize the customization possibilities that glass offers. AIS wanted to provide a realistic experience to help customers visualize the different ways in which the glass can be customized.

AIS worked with FutureSoft to create the AIS World of Glass mobile app using FutureSoft's Trumpet software. Trumpet is an agile mobile marketing and communication engine with innovative features for quicker buyer decisions, developed on Microsoft Azure Stack and SQL server.

The app showcases the myriad architectural glass solutions AIS offers, using images and videos extensively to provide an exclusive customer experience. It provides a one-stop repository for getting product details, applications, downloading swatches of various products and performance parameters.

For example, a 'Solutions in Glass' section categorizes products in terms of functional benefits such as acoustic, privacy, safety and security, aesthetic and energy efficiency. The 'Experience Zone' enables users to experience two functional benefits – privacy and security – provided by glass, including interactive demonstrations of various solutions. The app also showcases innovative and specialized glass applications like glass staircases, infinity swimming pools, skylights, canopies and gazebos. Users can share their requirements with the AIS team, who will contact them to offer the best solutions.

Transforming the relationship between employees and technology to create a more productive workplace



Technology is enabling new, smarter ways of working, but it's also changing the internal dynamic of organizations. To achieve the benefits that these capabilities offer, organizations need to think differently about the way people work.

"There is a larger shift happening that is about more than changing technology," says Panos Panay, Corporate Vice President, Microsoft Devices. "It's about people – how they work, where they work, and the culture that guides and motivates them. Technology is the how, not the why. It's through that lens that our team builds products, bringing hardware and software together to empower people in this new culture of work. To help people be more creative and more productive, from anywhere. To help them feel more connected to their organization and free from their desk."



"In three years' time, 50% of the global workforce will be mobile. We're at the edge of a shift towards more intelligent computing. Tools are changing. New opportunities are right in front of you."

It's not simply a matter of where people work; how they work is changing too. "Research suggests that employees now work in nearly double the number of teams than just five years ago," explains Ron Markezich, Microsoft's Corporate Vice President of Office. "What's more, these teams are made up of people who aren't necessarily located in the same office. In fact, they might not even be in the same country."

A 2016 Culture Wizard survey of executives from over 80 countries confirms this trend. It found that corporate teams are now almost entirely virtual: 41% never meet in person, and 48% of respondents said more than half of their teams include members from other nations. Markezich says that this is the result of a number of factors. "Working from home is an increasingly attractive proposition for employees, and many enterprises are keen to leverage the benefits of this," he explains. "But also, in a fiercely competitive operating environment, companies simply want the best talent for a task, regardless of where that talent is located. This can be said across almost every industry – finding the best specialist skills is key to gaining competitive advantage."

One of the biggest challenges for organizations is the different profiles of team members. "Those just coming out of college now have lived with technology since birth, but for others it was introduced at a certain point in their career," says Markezich. "Therefore, there are different levels of comfort when it comes to technology. Finding a way to enable different generations to work seamlessly together is important."



MEDICAL TEAMS INTERNATIONAL, UGANDA

Transforming medical care

Medical Teams International, a non-profit provider of healthcare and humanitarian aid, collaborated with a dedicated data and technology solutions team at Cambia Health Solutions to transform the way medical care is provided for more than 700,000 South Sudanese refugees as well as Ugandan citizens.

By automating data collection with a digital health information system based on a mobile app and the Microsoft cloud platform, Medical Teams is improving the speed and accuracy of medical diagnosis and curbing the spread of infectious diseases. Medical Teams and Cambia are empowering medical staff to improve care for some of the world's most vulnerable people.

In the first phase of the project, Cambia and Medical Teams provided tablets with the mobile app to a dozen clinicians in the Nakivale settlement. The project will soon expand to seven clinics and approximately 30 doctors.

The clinicians enter diagnostic information into checklists, and connect their tablets once a day to mobile hotspots to send data to the cloud. Biostatisticians and clinicians can immediately query the information to identify trends by date range and facilities. And if the number of diagnosed diseases exceeds a predetermined threshold, the system automatically sends a text message to alert administrators and doctors. Staff and supplies can then be directed where they're needed most.

Doctors are already making an impact with better access to data. For example, one doctor noticed that numerous cases of suspected malaria were being reported without test results. He immediately sent test kits to the affected clinics and the number of cases in which people were prescribed malaria treatment without tests dropped from over 50% to below 5%.

DEPARTMENT OF INDUSTRY, INNOVATION AND SCIENCE, AUSTRALIA

Enabling customer-centric government programs

The Department of Industry, Innovation and Science (DIIS) has a broad remit, but one key objective is to increase the productivity and global competitiveness of all Australian businesses. DIIS provides a range of government programs – from generic information services explaining how to start, run and grow a business, to connecting to researchers or venture capitalists, and providing access to a range of business grants. It estimates that over half of the 2 million businesses have utilized the department.

Department staff needed customer data to be out of silos so that information could be shared and reused, and they needed to ensure that there was transparency across the organization. As Clive Rossiter, GM for Digital Business Services says, “We really didn’t have a single point where you could get a view of the customer.”

The Australian Government’s cloud computing policy requires agencies to use cloud services where they are fit for purpose, provide adequate data protection and deliver value for money. Dynamics 365 and Microsoft’s trusted Azure cloud fit the bill. Rossiter acknowledges: “Security is a big one. We are putting customer data in there and in government there is an expectation we’re managing customer data extremely well.”

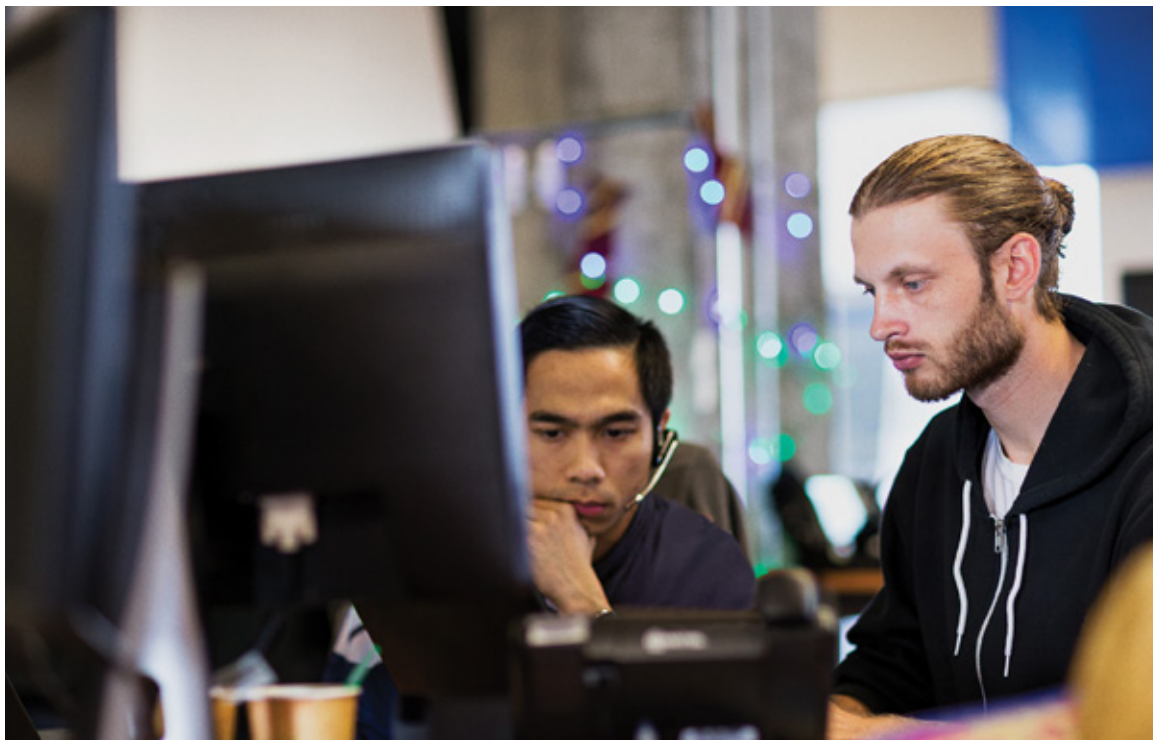
He adds that Microsoft’s two Australia-based data centers also addressed the issue of data sovereignty and service resilience.

As cloud-based software, delivered as a service, Dynamics 365 meets 90% of the department’s needs out of the box, with the ability to configure data entities and workflows to meet users’ needs. Tight integration with Outlook enables people to continue using email while benefiting from rich content and functions, and this has driven uptake across the department.

The system makes information available to users across locations and time zones. It collects hundreds of notes and links tagged against customers, sharing insight that was previously siloed. Staff can make smarter and faster use of businesses’ data, enabling them to be proactive and make recommendations.

Integrating Dynamics 365 with the Australian Business Register dataset has given the department instant access to information on more than four million small businesses and sole traders – its customers and potential customers. The underlying intelligence collected through the system is also available more broadly. By using Power BI to pull in other data sources, provide analytics and create dashboards in the CRM, DIIS can better support the Minister and the Government with insights into industry trends.

To make staff even more productive, future plans include rolling out mobile access for frontline employees. Data analysis will allow the department to identify companies that aren’t yet using a Government service they could benefit from, and alert them to what is on offer.



BONAVA, SWEDEN

Empowering workplace collaboration

When its parent company decided to spin off European housing developer Bonava as an independent business, it had a nine-month deadline to move virtually its entire infrastructure and application landscape, taking into account mobility, collaboration and security needs. The platform needed to be low cost and enable compliance with regulatory requirements in different markets.

Bonava worked with Avanade and quickly re-established its IT environment in the cloud with a solution combining Microsoft Enterprise Mobility + Security (EMS), Office 365, and Windows 10 Enterprise. The three products – licensed together as Secure Productive Enterprise – provide the most trusted, secure and productive way for Bonava to work across its diverse enterprise. Bonava now empowers its approximately 2,000 users with digital workplace collaboration and productivity tools as part of the company's broader digital transformation.

Secure Productive Enterprise is also used as part of a solution to deliver IT services to new job sites and offices as soon as they're needed. Employees can be fully productive immediately, without having to wait for local area networks to be deployed.

"Microsoft and Avanade give us a very robust and flexible architecture solution for greater productivity," says Patrik Ström, CIO of Bonava. "As long as we have broadband access, our people can access all their apps and data and work together right away. That speeds our geographic expansion and enables us to provide full digital access to remote locations that we couldn't support before."



DBS, SINGAPORE

Utilizing digital for competitive advantage

Singapore-based digital bank DBS is a major financial services group in Asia. It sought to digitize all the way to the core of their banking activities, increase productivity and customer satisfaction by developing a digital agenda that includes cloud technology and a culture of innovation – with absolute confidence in the safety of bank information.

As a financial services company, DBS is heavily regulated and has strict security and privacy standards. So as a first step, and working with Microsoft, the DBS IT department thoroughly examined Microsoft cloud security measures as they apply to financial services. The comprehensive information in the Service Trust Portal, Microsoft's positive response to address Singapore banking guidelines, and access to the Microsoft Financial Services Compliance Program all gave DBS confidence in its evaluation. "Deploying the Microsoft solutions has helped me sleep at night," says David Gledhill, CIO of DBS. "I know they're going to work, be safe, and provide strong security – everything that matters most to me."

Next, DBS focused on employee collaboration. They approved use of Microsoft Office 365 and took advantage of Microsoft's FastTrack customer success service during the first phase of deployment to switch thousands of the bank's email accounts to Microsoft Exchange Online and installing Office 365 ProPlus. This platform also helps bank employees be mobile which is critical for higher productivity. The ability to share and access files from any compatible devices benefits the whole bank, not just those who travel. DBS also expects to establish policies for using OneDrive for Business to directly connect to financiers and customers.

"We see technology itself as a competitive advantage, and we've been pushing this philosophy very hard for four years," says Gledhill. "We know we've got the recipe right – we just need to keep cooking and baking."

Ensuring security and privacy



Ensuring data is responsibly handled is a top priority for organizations in every industry. It's imperative that organizations understand the breadth of personal data they have, what they're doing with that information, and what their obligations are. Just as important, they need to be confident that their technology suppliers help them live up to their obligations.

"It's critical to be able to trust the people, entities and technologies you work with," says Bret Arsenault, Corporate Vice President and Chief Information Security Officer at Microsoft. "It's essential to think about how to gain that trust, make systems as easy to use as possible, and provide the right level of protection whether it's consumer or enterprise data."

Nearly a decade ago, Microsoft established its Trusted Cloud Principles to guide its Microsoft cloud technology. These principles include security, privacy, compliance and transparency, leaving organizations free to focus their resources on innovation and productivity. By leveraging the Microsoft cloud, organizations can take advantage of existing IT investments and globally-scaled public cloud offerings, and with datacenters in 34 regions around the world they can run applications closer to customers and employees, satisfying data sovereignty obligations.

Microsoft implements strong security measures to safeguard customers' data from hackers and unauthorized access with state-of-the-art technology, process and certifications. Privacy is assured through extensive controls and a guarantee that customers' data will not be used for advertising. Those who want to leave the service can take their data with them and have it deleted upon request. In addition, we have developed proactive processes to meet evolving compliance needs, with built-in customer controls for organizational compliance. All of this is independently verified to meet evolving standards and we respect each country's digital sovereignty. Transparency is also essential to trust. We make sure that organizations know where their data resides. Customers have visibility into availability and changes to the service, with a financially backed guarantee of 99.9% uptime.

The European Union's new General Data Protection Regulation (GDPR) takes effect on May 25, 2018. We know that the cloud can help dramatically increase that compliance rate, and we are dedicated to helping our customers on this journey. With roughly 160 GDPR requirements ranging from how personal information is collected, stored and used, to mandating a 72-hour notification for personal data breaches, it's clear that using cloud technology can help accelerate the path to compliance for most organizations.

Our network of partners has the industry expertise to address organizations' specific security, privacy and compliance needs. They're helping organizations around the world to empower innovation and productivity that can transform businesses, industries and society.

Next Steps

Learn more about how we can help you digitally transform at
enterprise.microsoft.com

