



# Microsoft 中小企 新常態・新經營 論壇

## Microsoft Hong Kong SME Forum

**Welcome address**

Peter Lee, Head of Corporate Business, Microsoft Hong Kong

**Boost sales with cross-platform customer communications**

Henson Tsai, Founder & CEO, Sleekflow

Jeremy Tong, Managing Director, Lalamove HK

**Improve cybersecurity so productivity never stops**

Darren Hung, Product Manager, Cloud Service, Product Marketing and Solutions Consulting, Commercial Group, HKT

**Connect operations and your team using a single solution**

Alan Cheung, Senior System Analyst, Yue Hwa Chinese Products Emporium Ltd

Tom Mok, Director - Enterprise Solution, ACW Solutions

**Tips on applying for Government Fund**

Kevin Khan, Founder of Funding Hero

想了解Partner Offering或者有問題？

Scan



或 send WhatsApp 去

**5395 9987**



# Welcome address

Peter Lee  
Head of Corporate Business,  
Microsoft Hong Kong

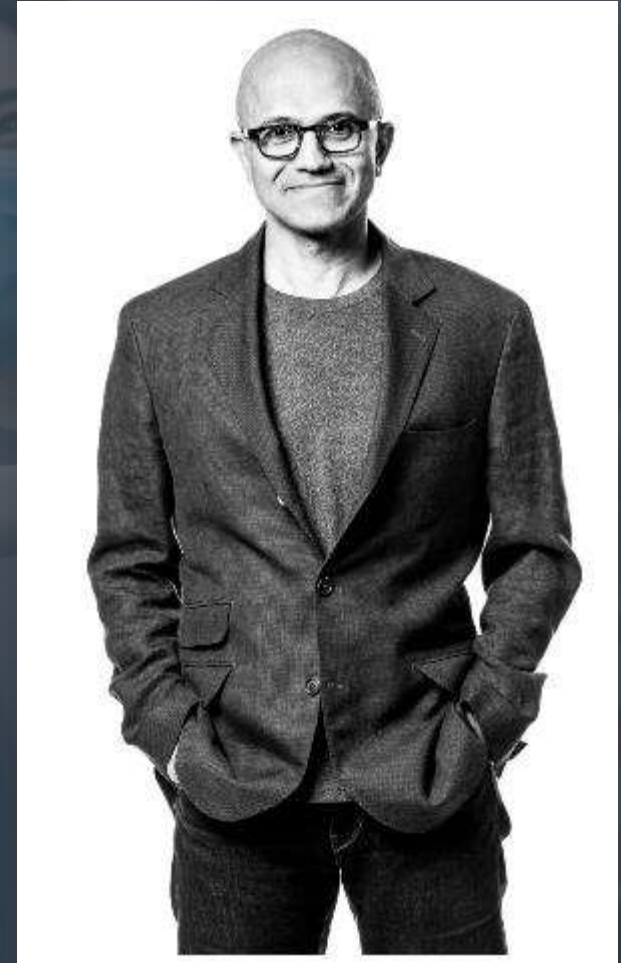


# The New Normal

“ We have seen 2 years of digital transformation in 2 months. ”

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**Satya Nadella**  
CEO, Microsoft





Engage  
customers

Empower  
employees

Optimize  
operations

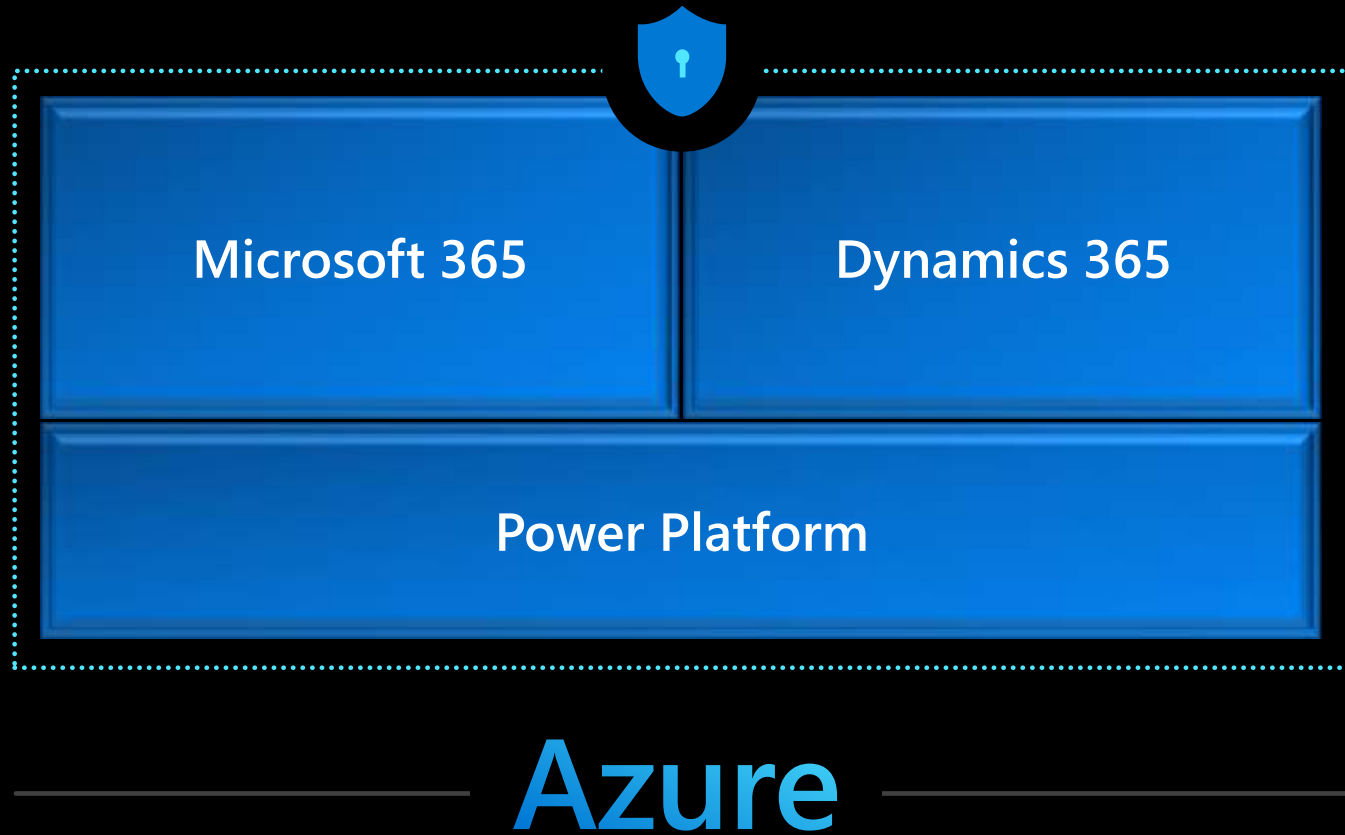
Transform  
products

Digital Feedback Loop



# Microsoft Cloud

# Microsoft Cloud





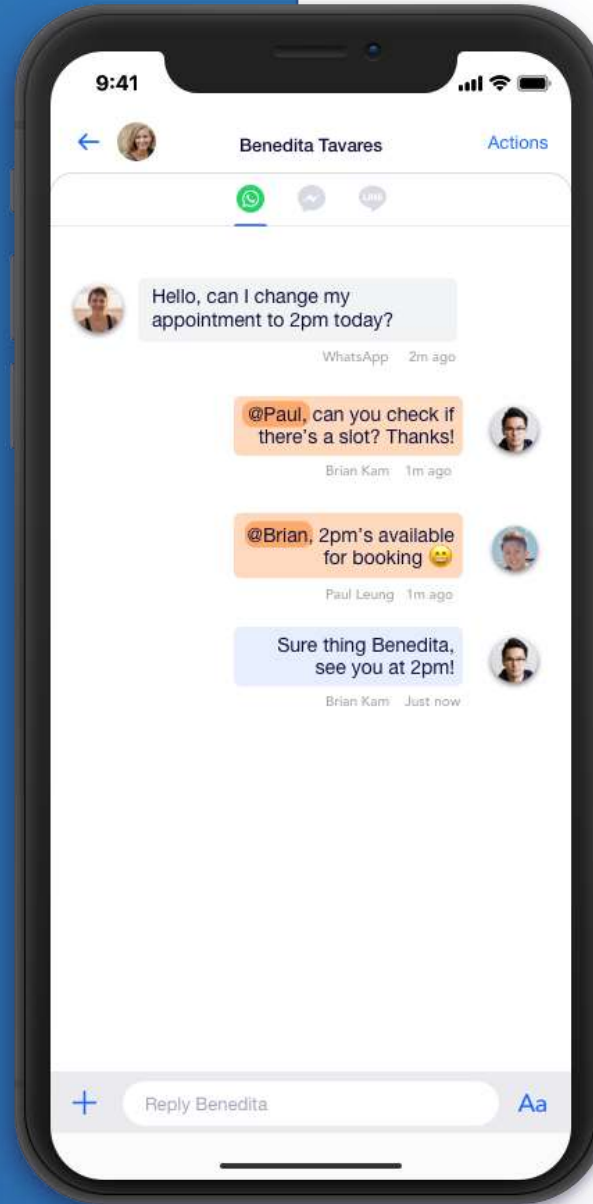


# Panel Discussion: Boost sales with cross-platform customer communications

Henson Tsai, Founder & CEO, SleekFlow  
Jeremy Tong, Managing Director, Lalamove



# Social Commerce Messaging Platform



## Online Stores

Provide helping hands & pop-up promo / send updates & notifications

## Offline Branches

Sell remotely and share products/ offers to targeted customers via messaging

## Social Channels

List on Facebook, Instagram or WeChat & generate leads/ support through messaging

## Marketplaces

e.g. Taobao, Amazon or other aggregators  
Provide cohesive experiences

## Our Customers

1300+ customers around the world



# Business-Class Team Messaging Hub

## 1. Consolidate Channels

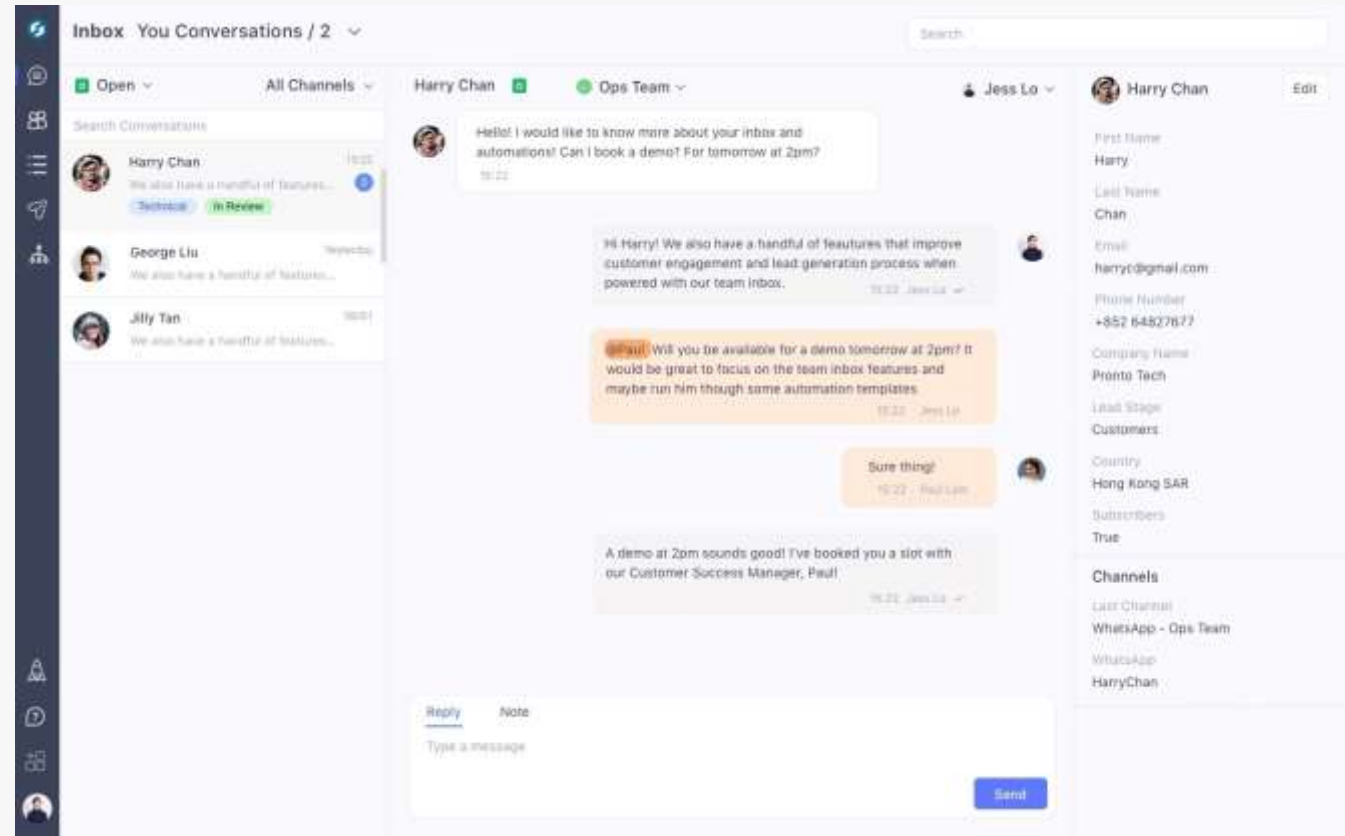
WhatsApp, WeChat, Facebook, Live Chat etc.

## 2. Set Roles & Team

**Workflow** Monitor agents' conversations, route appropriate customers, internal notes

## 3. See Info, Connect Apps

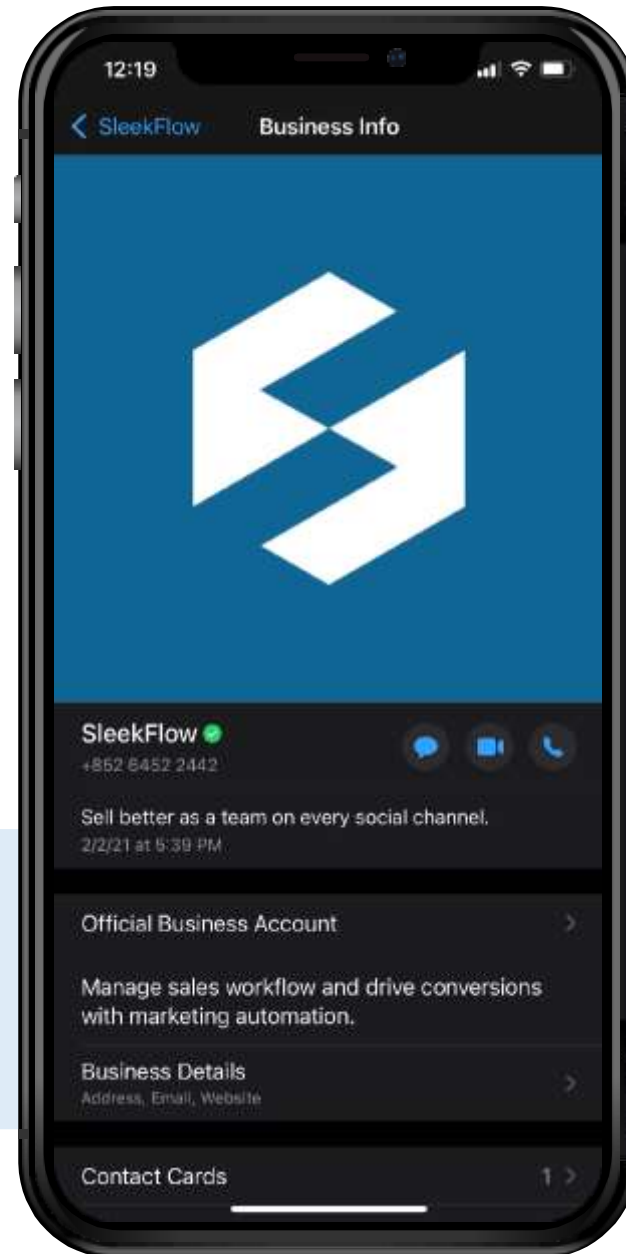
Connect to CRM and reveal customers info, or tools like Stripe, Salesforce to take actions in one place



# Feature Rundown WhatsApp OfficialAPI

## Official Business Account

States that it has been verified as an Official Business Account along with business name and details.



## Verified Green Tick

Badge of confidence for customers to trust and converse with the business account.

## Company Name


Full company name is displayed even without the customer adding the number to contacts.



# Centralised Social Customer Relationship Management

We sync data automatically from your social channels to give you a complete view of your customers in one hub, integrating with 1000+ tools you use such as payment gateway, inventory tracking and book systems.

## Segmented list

 Facebook Cold Leads

This segment contains all users where...

Last Contact

is not within

60 days

and

Lead Source

is from

Facebook Ad


and

Country


is exactly

Hong Kong

There are 168 users in this segment



## See Customer Purchase





**Hilary Wong**  
 hilary.wong@capstone.io  
 +852 95701117


Activity Logs

Files Directory

Website Activities


 **Shopify Order Confirmation**  
 Recovery Cream for Hypersensitive Skin

 **Assigned to Ronald Yu**  
 By Sales Team Assign Rule, US

 **Contacts Created**  
 From Facebook Lead Ad Form #1050

## Automate messages

Connect SleekFlow to 2000+ Apps

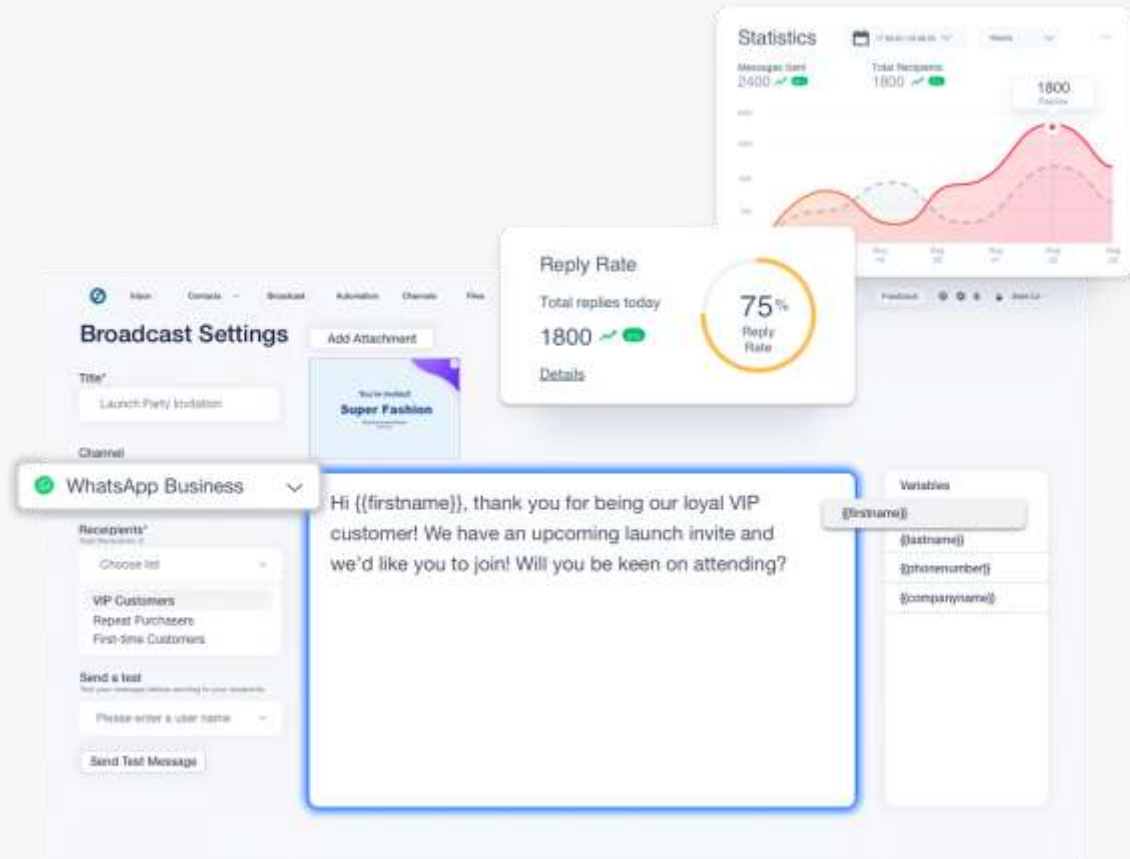
  Send WhatsApp Message to users when work order is updated  
 SleekFlow + Upkeep

  Add Contacts from Facebook Lead Ads and trigger messages  
 SleekFlow + Facebook Lead Ad

  Synchronise Contacts with HubSpot and trigger messages  
 SleekFlow + HubSpot

  Update Contacts on SleekFlow with Google Sheet  
 SleekFlow + Google Sheet

Integrations could be native, by Zapier or customised upon request



## Campaigns

Messaging Campaign results in a whopping 98% open rate and 40% reply rate on average.

A

### Customisable parameters

Insert one's name, booking slot, membership points with parameters to personalise the message content. Reach thousands of contacts automatically on their last contacted channel.

B

### Real-time analytics

Learn from the campaign's sent, delivered, read and reply rate. Reach targeted audiences again from an automatically created lists based on how they reacted.

# Automations & Analytics

Set rules to simplify workflow. Run scheduled messages or drip campaign to craft your perfect customer journey.

Hi

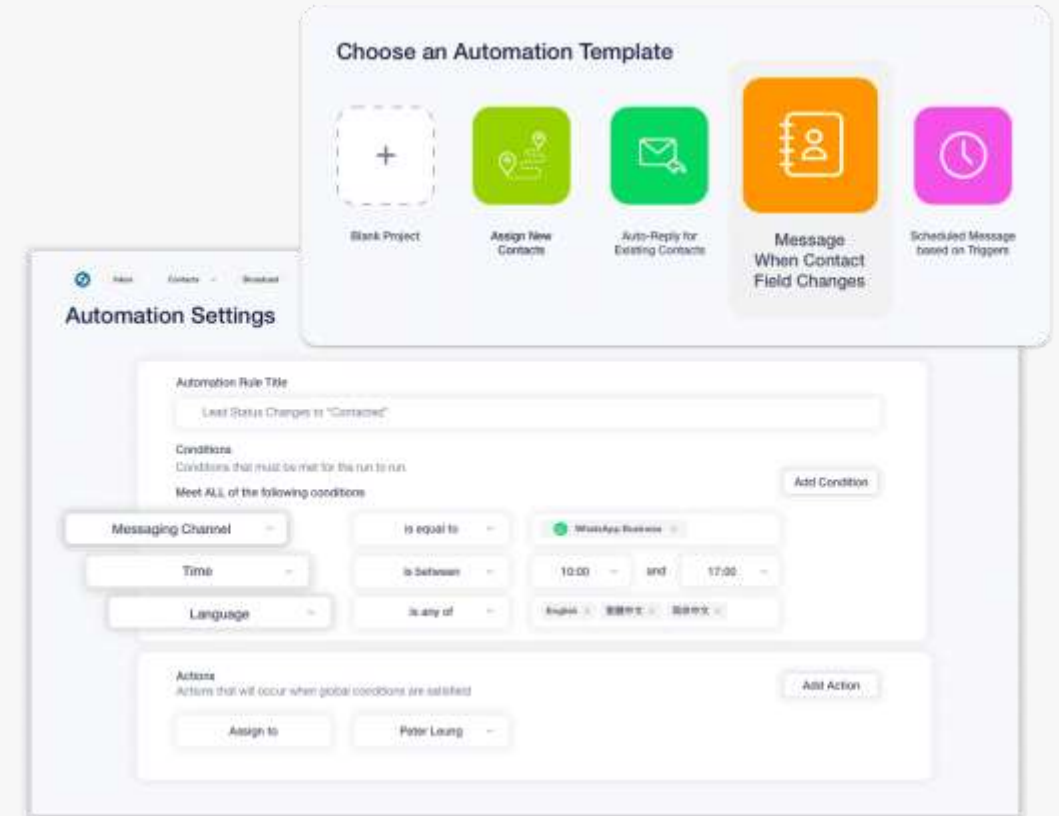
## Chatbot routing and keyword replies

Send and reply messages based on incoming message content, or even one's language, country, time of contact etc. Assign staff to follow up and segment customers into different lists.



## Send customized messages

Send birthday promo, booking reminders, loyalty points updates or onboarding drips to keep your customers in the loop. Set schedule and let SleekFlow automatically do the dirty work for you.



# Contact us

WhatsApp



+852-39053590  
Or email [hi@sleekflow.io](mailto:hi@sleekflow.io)

# Panel Discussion: Improve cybersecurity so productivity never stops

Darren Hung, Product Manager, Cloud Service,  
Product Marketing and Solutions Consulting,  
Commercial Group, HKT



# HKT Empower Employees



# Modern Workplace – HKT x Microsoft 365

## 1. User Experience

Unified user experience across office phone, soft phone & smart phone (app)

- Single phone number & voice mail
- Single recording account

## 2. Work Location

Total solution to extend the business operation from office to home

- At home
- At office
- Work from anywhere

## 3. Management

Professional support to ensure smooth daily operations

- Migration by phase
- IPT-like service support

## 4. Collaboration

Extra flexibility and performance support to collaboration tools

- Extended voice support
- Superior user experience
- Extensive support to Microsoft Teams



# HKT Threat Management Service for Microsoft 365



# Case Study

## Company Background

- Headquarter in HK with over 200 retail stores in Asia
- OEM Manufacturing with internationally famous sports and outdoor brands
- Owned High-end Fashion Retailing Business in HK and China

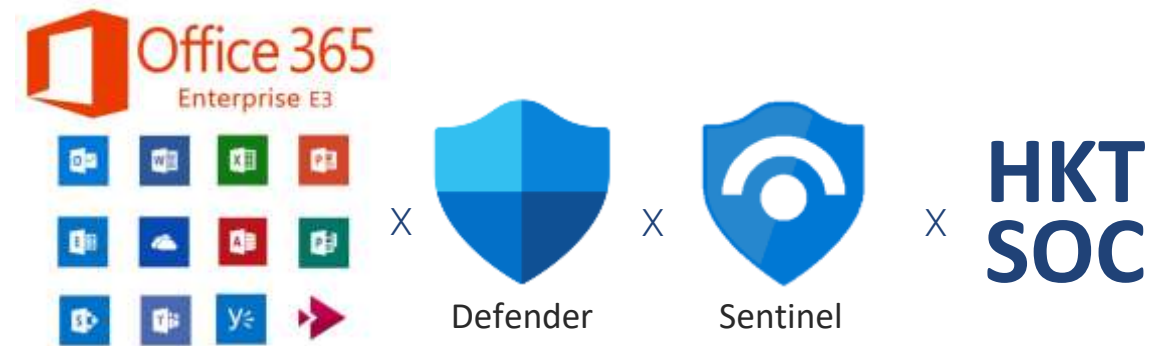


## Customer Pain Points

- Highly concern on Phishing Email Threat
- Multi Vendor Management

## Solution Overview

- Microsoft 365 / Office 365 with Microsoft Defender for Office 365
- Threat Management for Phishing Email with Monitoring Service
- Microsoft Azure for cloud computing
- HKT Proactive Monitoring and On going Managed Service





# HKT Offering

- \$5 additional Per M365 User

- FREE Assessment Service



## ❖ Monitoring

- 24 x 7 Security monitoring for Office 365 (Exchange & Teams) by HKT SOC
- Email Notification for Security Alerts
- Monthly Security Monitoring Report

## ❖ Service Setup

- Azure Sentinel Workspace setup in Azure
- Log collection for Office 365 (Exchange & Teams), Azure AD (Bundled with Office 365) and Microsoft Defender for O365
- Log retention (90-day) in Azure Sentinel
- HKT ITSM portal access

## ❖ Service Management

- All incidents to be logged in HKT ITSM portal, if any
- Summary report to be provided on monthly basis

## Remarks:

- Use cases are composed with Office 365 and Azure AD (Bundled with O365) by HKT SOC*
- Customer to provide Azure Sentinel Workspace login and separate credential for connection and it will be managed by HKT SOC*
- Azure resources group for Azure Sentinel Workspace is provided by customer*
- Investigation followed by guided response is optional item*



# Panel Discussion: Connect operations and your team using a single solution

Alan Cheung, Senior System Analyst, Yue Hwa Chinese  
Products Emporium Ltd  
Tom Mok, Director - Enterprise Solution, ACW Solutions

# Introduction to Dynamics 365 For Digital Transformation

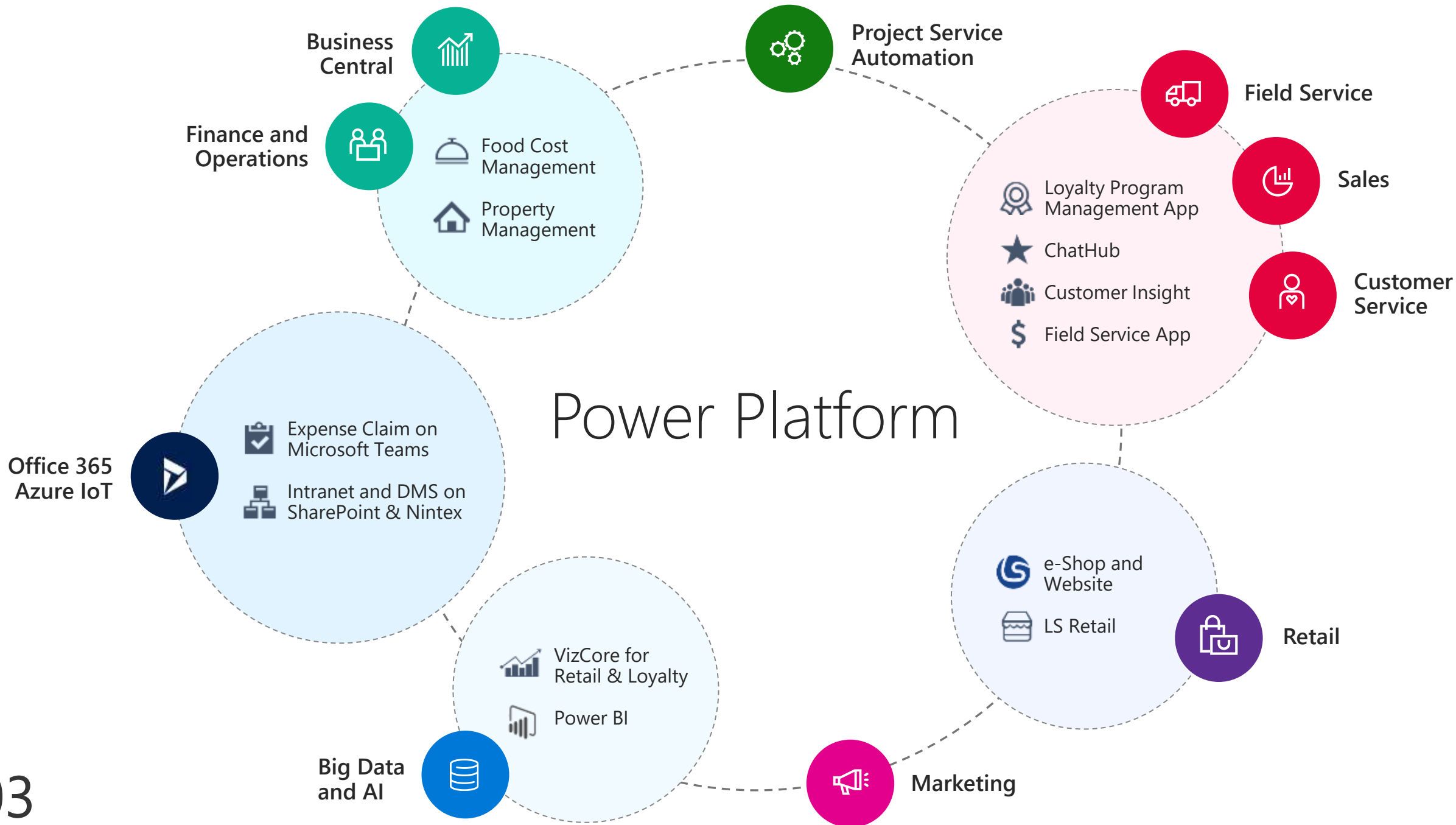
Tom Mok

Project Director

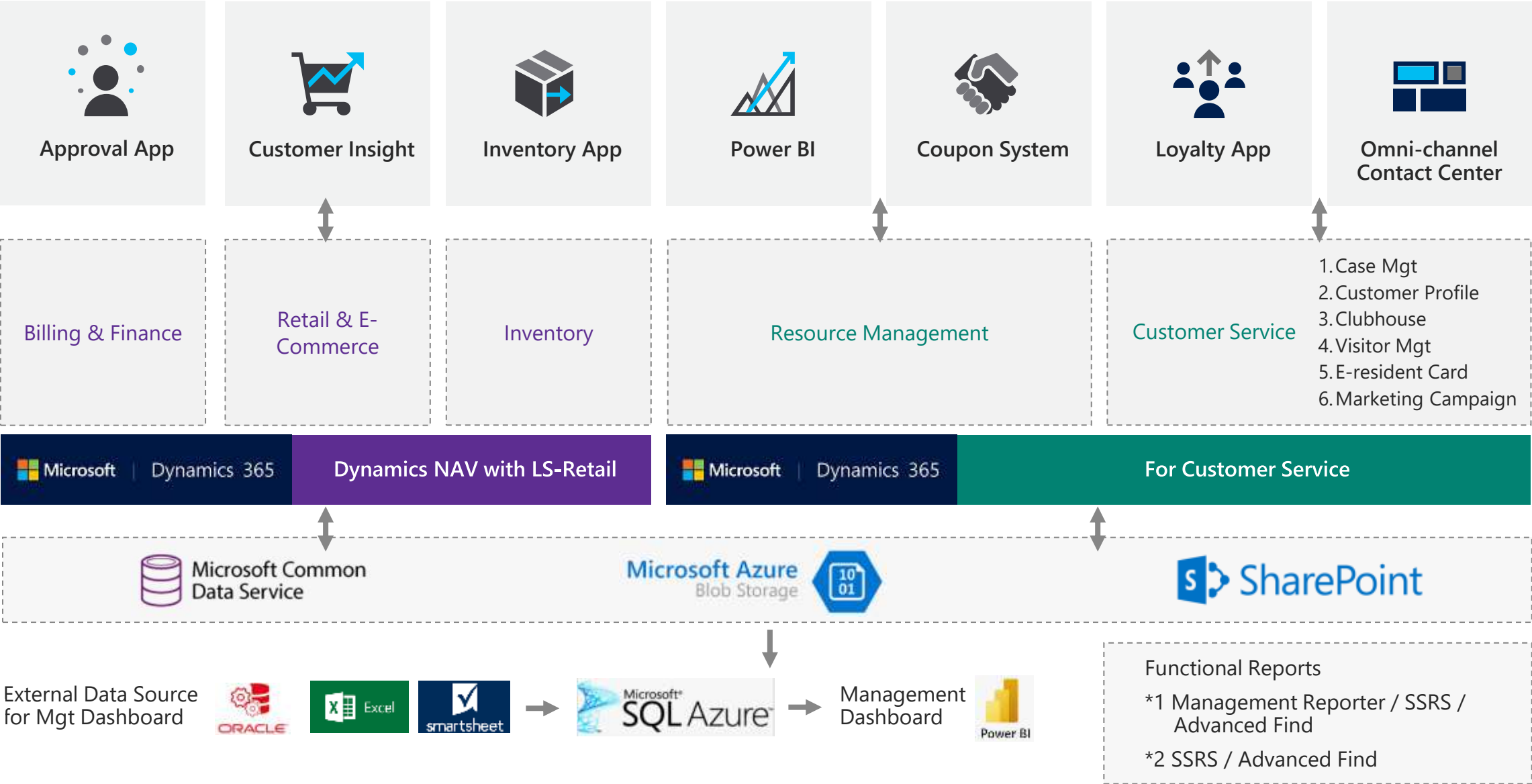
**ACW**solutions



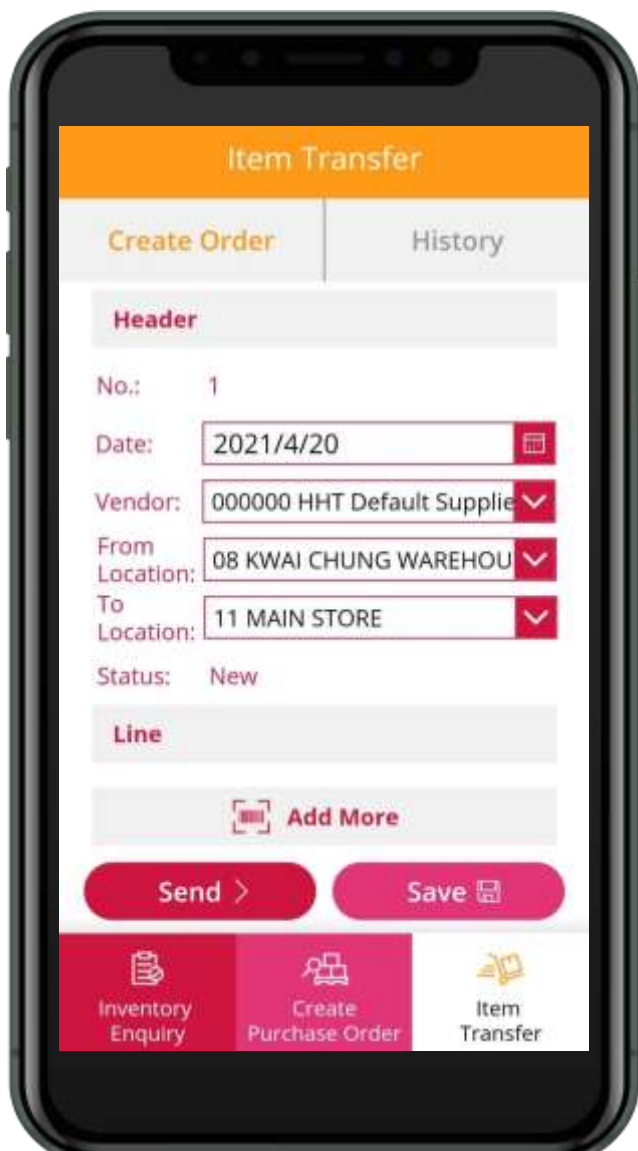
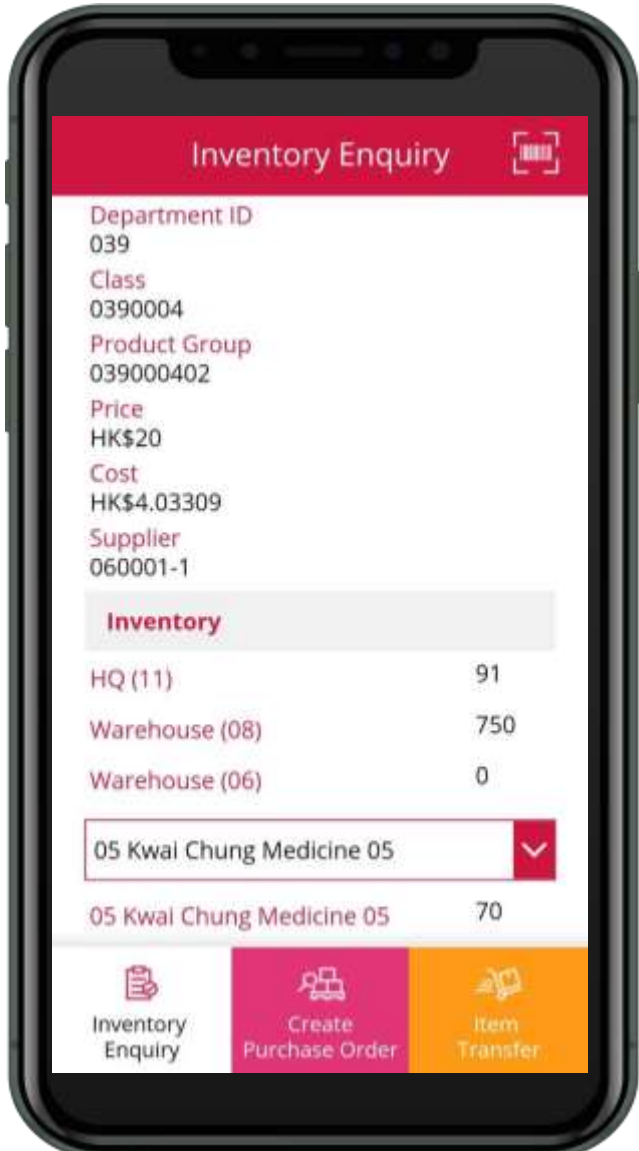
Microsoft  
Dynamics 365



# Application Architecture



# PowerApps for Inventory





# PowerApps – Codeless Enterprise Mobile App Collection

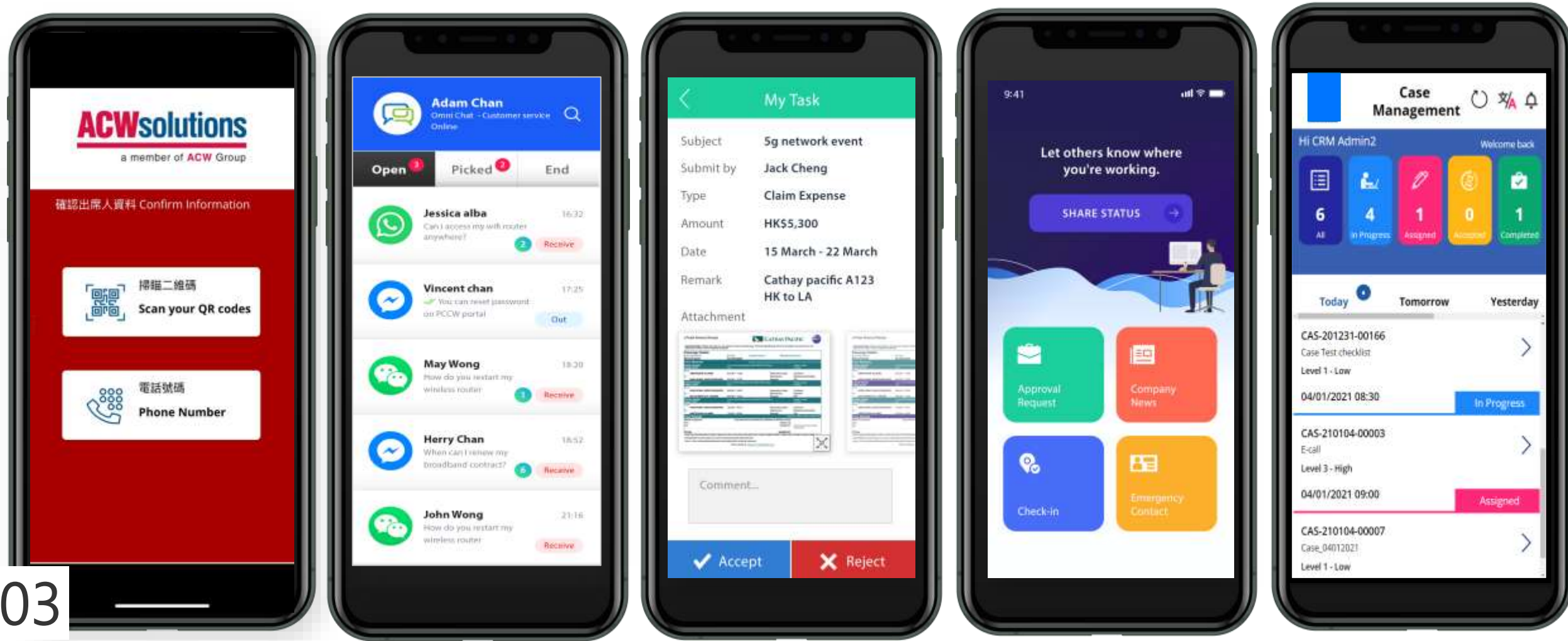
ACW solutions



Microsoft  
Dynamics 365

PowerApps is developed for Event Check-in at the venue of event. Staff can either scan QR codes or type in mobile phone numbers for taking attendance.

Attendance status can be updated in D365 in real-time.



# Work@home

## ANYTIME ANYWHERE WORK TOGETHER WITH YOUR EMPLOYEE

- Request approval
- Take attendance
- Share Company news
- Store employee's emergency contact

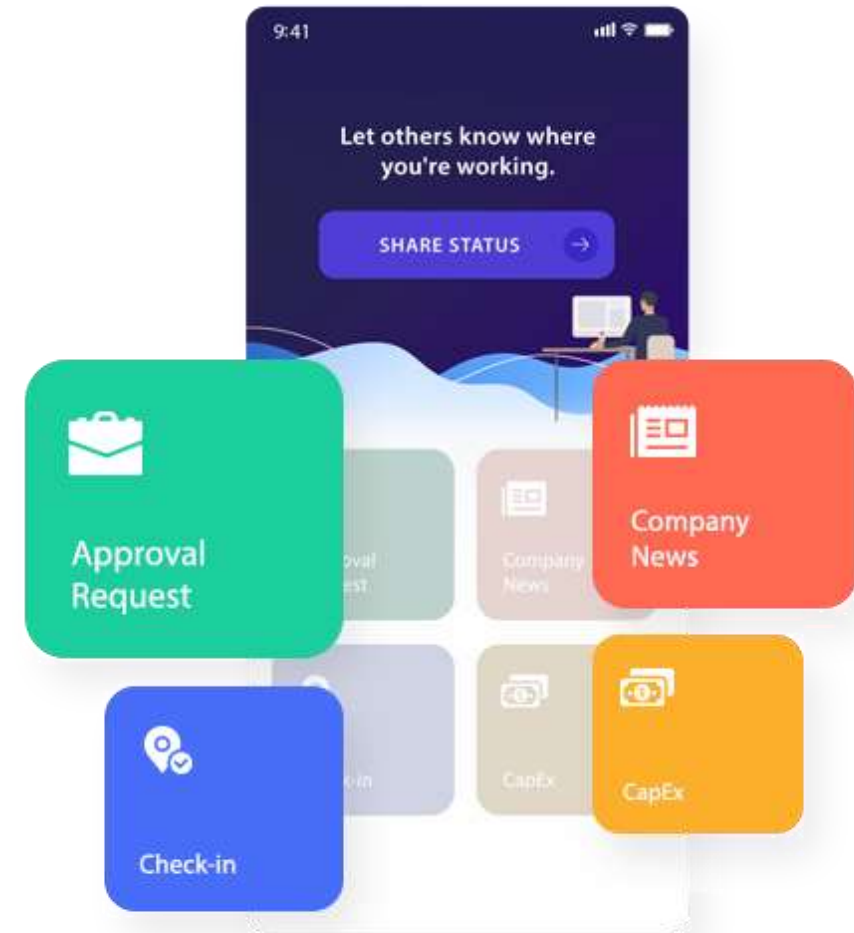
### Price

HK\$23,760 /10 users/ per year

ACW solutions



Microsoft  
Dynamics 365



Enquiry Hotline:  
852-3111 2956



# Q&A Session

Send through your  
question through  
WhatsApp



**5395 9987**



Engage  
customers

Empower  
employees

Optimize  
operations

Transform  
products

Digital Feedback Loop



# Tips on applying for Government Fund

Kevin Khan, Founder of Funding Hero



# GUIDE TO HONG KONG *FUNDING SCHEMES* for SMEs

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Prepared by *FUNDINGHERO*







# Some of the most popular financing schemes for SMEs

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## Technology Voucher Programme (“TVP”)

Support using technology to improve their productivity

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Maximum Funding Amount:

**HKD 600,000**

Funding Type:

**Matching basis**

## Dedicated Fund on Branding Upgrading and Domestic Sales (“BUD”)

Develop brand, upgrade operations & promote in overseas

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Maximum Funding Amount:

**HKD 1,000,000**

Funding Type:

**Subsidy**

## Distance Business Programme (“D-Biz”) *2020 only*

Transition to remote working  
Adoption of various IT solutions

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Maximum Funding Amount:

**HKD 300,000**

Funding Type:

**Subsidy**



The Government has

# ***40+ FUNDING SCHEMES***

that support the growth and operations  
of SMEs and startups





FundingHero is Hong Kong's first and largest **one-stop Funding Schemes comparison** platform, on a mission to **help SMEs and Start-up** to get **relevant support** whenever available.

We are committed to assisting SME to find the **right funding alongside the right solutions**, matching their business needs.

# FundingHero is tackling 4 major issues in Hong Kong

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## ISSUES

**Polarize funding  
information**

**Lack of awareness**

**Application process is  
complicated**

**Lack of connection  
between customer and  
solution providers**

## SOLUTIONS

**Comparison platform  
includes all funding  
available in Hong Kong**

**Provide quick and easy  
access to resources that  
help the audience  
understand**

**Assist and consultation  
to help the user apply  
suitable fund**

**Matching platform for  
service providers and  
customers**

# ***Market Secret...***

**Agent bold up the amount**

**10-15% commission**

**Assign to non-experience vendor**

A person in a suit is shown from the chest down, sitting at a desk and typing on a laptop. The image is overlaid with a semi-transparent teal color. The text 'APPLICATION TIPS' is centered in a large, bold, italicized font. Below it, the text 'To make a process smoother' is centered in a smaller, white, sans-serif font. In the bottom left corner, the number '07' is displayed in a white box.

# ***APPLICATION TIPS***

To make a process smoother



# ***TIPS #1***

## **Chopped the project by phase**

- Faster application time
- A shorter development time
- Better finance control





# ***TIPS #2***

**Source an IT developer with relevant experience**

# ***TIPS #3***

**Ask job reference of solution provider**

## ***TIPS #4***

Since 2020, can start the project  
after the submission of TVP application & before the approval





# ***SUCCESSFUL CASE***

Interior Design Company

# Internal Communication System for interior design company

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## Background

Interior design involves  
a lot of onsite work

Our Client is looking for a solution  
to **get different teams to  
communicate more effectively and  
improve productivity**

## Solution they looking for...

Project Manager **message client**  
with their internal chat system

**Image and invoice** can be  
share within the system

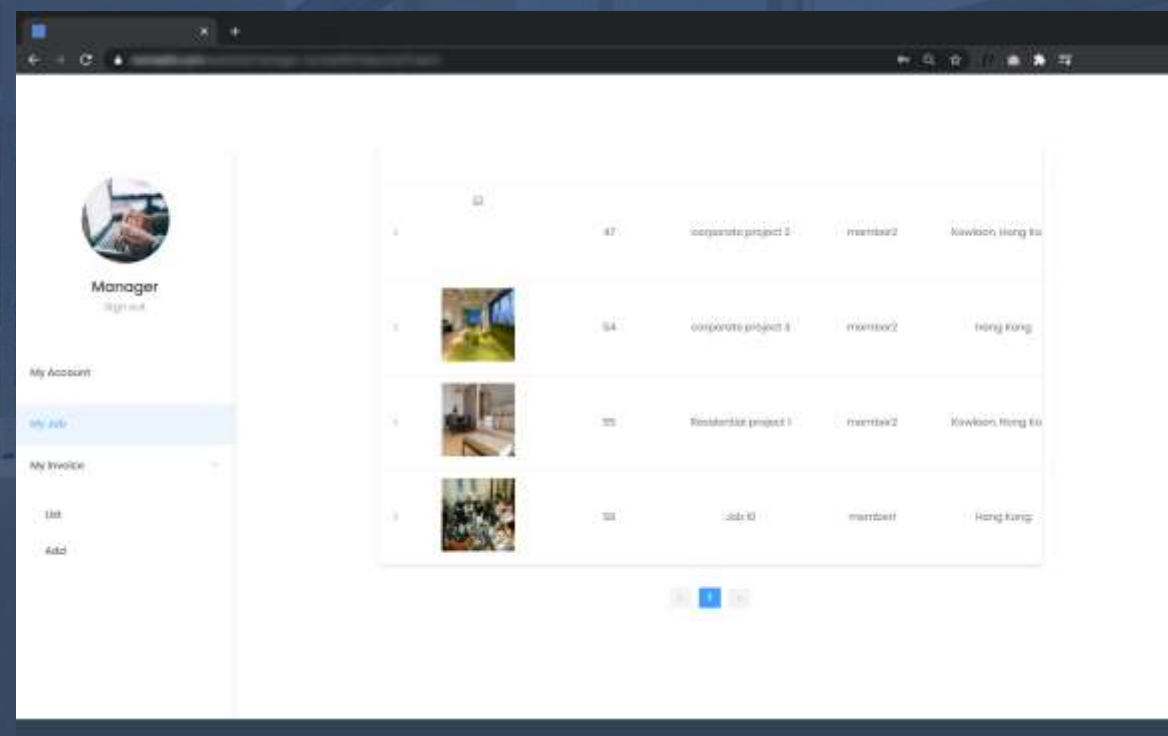
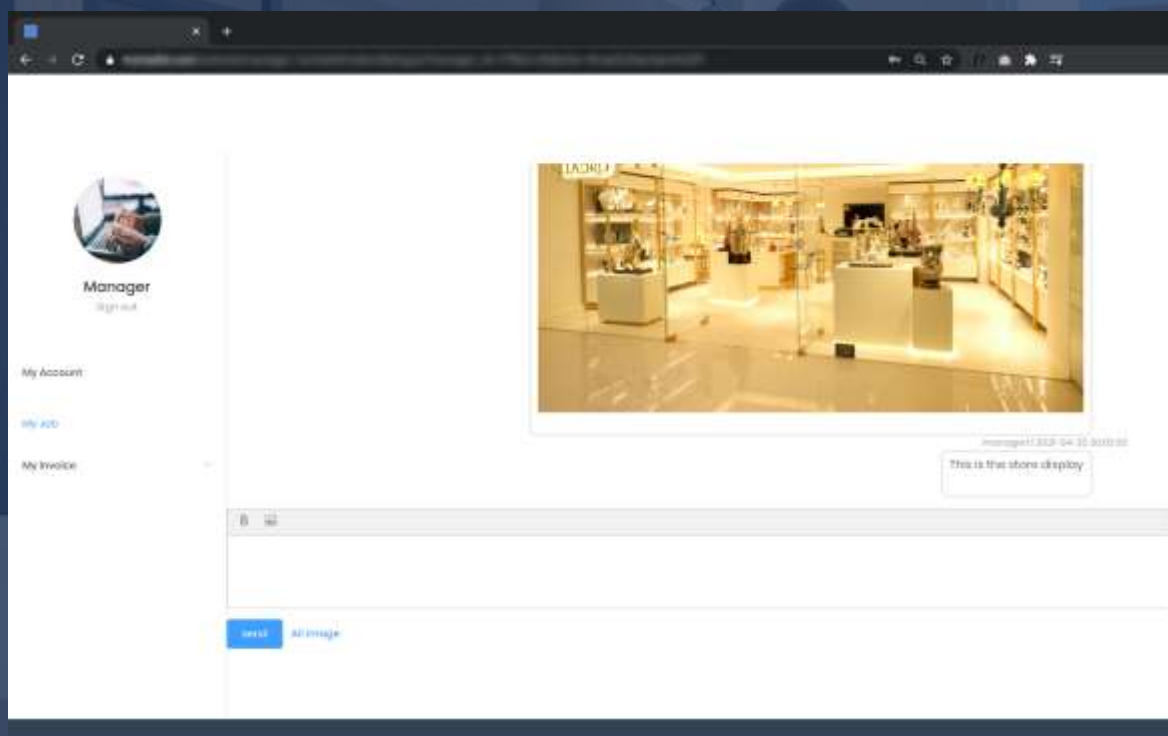
Can be **multi project manager**  
follow one project

## Funding applied, Lead time approved amount

**TVP**

**\$220,000 / 2 phases**

**6 months**





A background image of two women sitting at a wooden table, smiling and looking at a laptop. The woman on the right is holding a green card. The image is overlaid with a semi-transparent teal filter.

# ***SUCCESSFUL CASE***

Local grocery stores

# Ecommerce platform for Local grocery stores

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## Background

Develop online business with  
tailormade platform

## Solution they looking for...

Ecommerce platform with

Payment system

CRM  
(customer relationship management)

CMS  
(content management system)

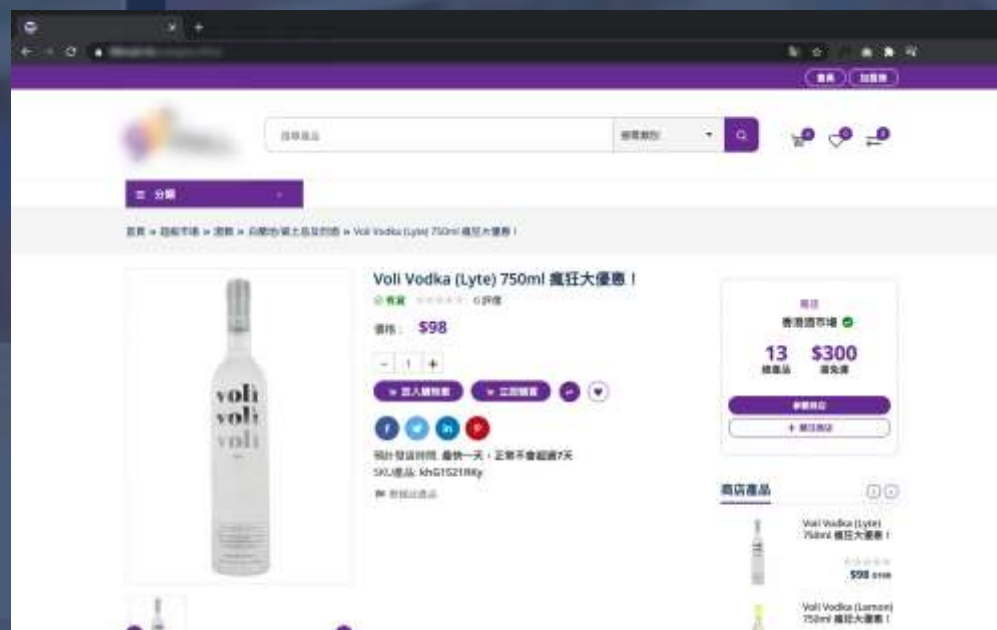
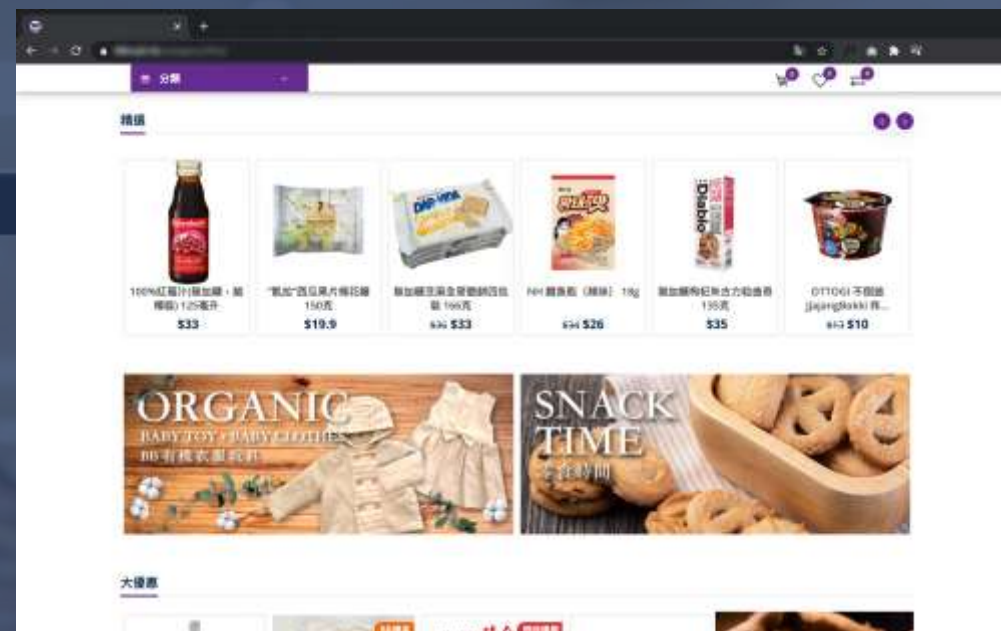
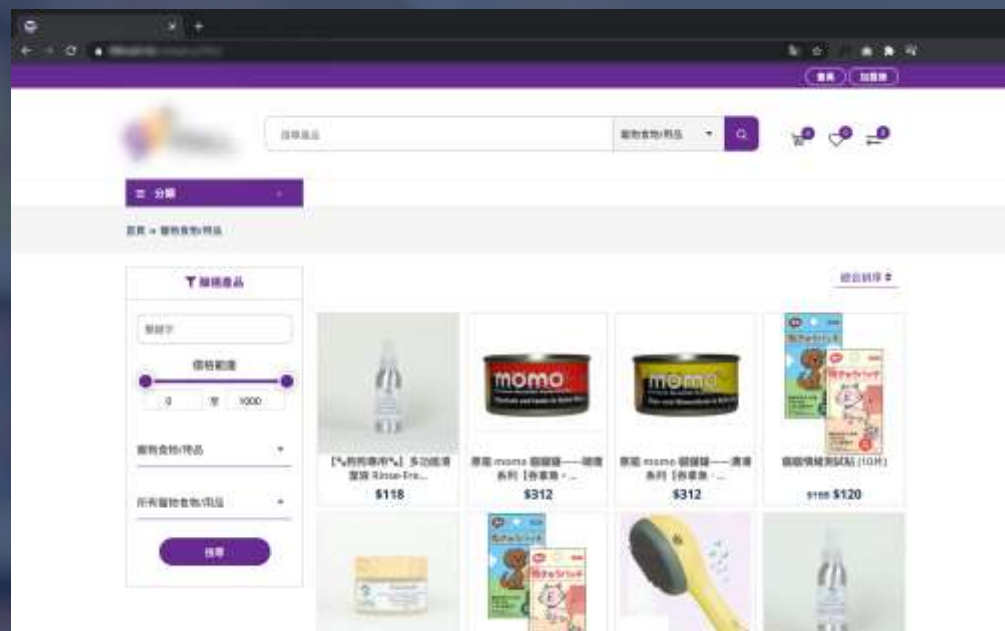
Shopping and behaviour analytics

## Funding applied, Lead time approved amount

TVP

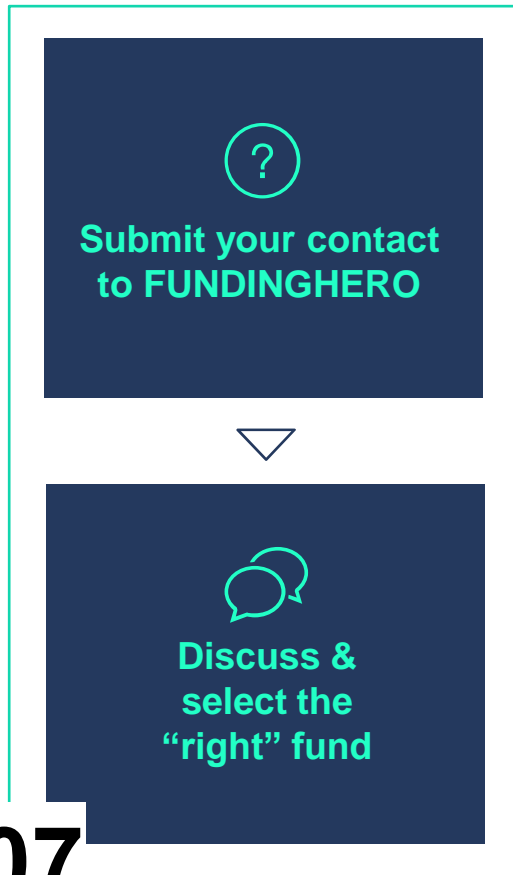
\$180,000 / 2 phases

6 months



# Scope and procedure of FundingHero's support

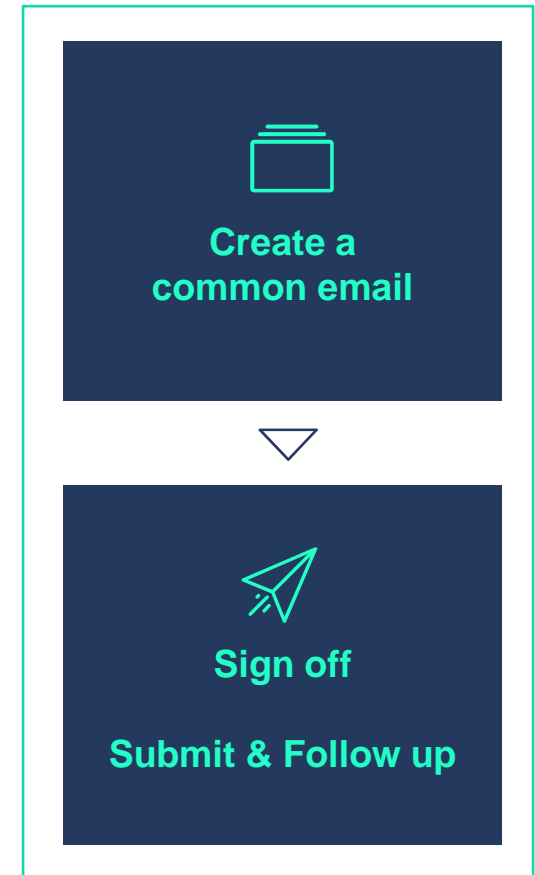
## Consultation



## Proposal preparation



## Submit





An aerial photograph of the Hong Kong skyline, featuring numerous skyscrapers and a harbor with ships. The image is overlaid with a semi-transparent blue filter.

# ***THANK YOU***

[www.FundingHero.com.hk](http://www.FundingHero.com.hk)  
[kevin.khan@fundinghero.com.hk](mailto:kevin.khan@fundinghero.com.hk)





# Thank you!

Share your feedback  
and redeem a coffee  
voucher –

Input "survey"  
through WhatsApp



**5395 9987**

# Surface Laptop Go

## 特選客戶優惠

優惠期：2021年4月22日 至 2021年5月30日

優惠客戶：只適用於「Microsoft 中小企 新常態·新經營 網上論壇」之參加者，數量有限，額滿即止。

### Surface Laptop Go

- 第 10 代 Intel® i5-1035G1 處理器
- 8GB 或 16GB LPDDR4x RAM
- 固態硬碟 (SSD)：128GB 或 256GB
- 螢幕：12.4 吋 PixelSense™ 顯示器
- 720p HD f2.0 相機 (前方) 雙重遠場錄音室麥克風 配備 Dolby® Audio™ 的 Omnisonic 喇叭
- 使用指紋電源按鈕一觸登入
- 重量: 1,110 公克 (2.44 磅)
- 預載 Windows 10 專業版
- 1 年 limited hardware warranty

如果您對此優惠感興趣，請致電 Kelly@28044354 或  
電郵至 [kellymak@microsoft.com](mailto:kellymak@microsoft.com) 查詢



型號	免費升級	可選顏色	MSRP (HKD)	優惠價 (HKD)
I5/8/128GB		冰河藍、沙岩色和白金色	\$7586	\$5,888
I5/8/256GB	免費升級至三年保養計劃	冰河藍、沙岩色和白金色	\$9,386	\$7,498
I5/16/256GB		白金色	\$10,686	\$8,788



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