

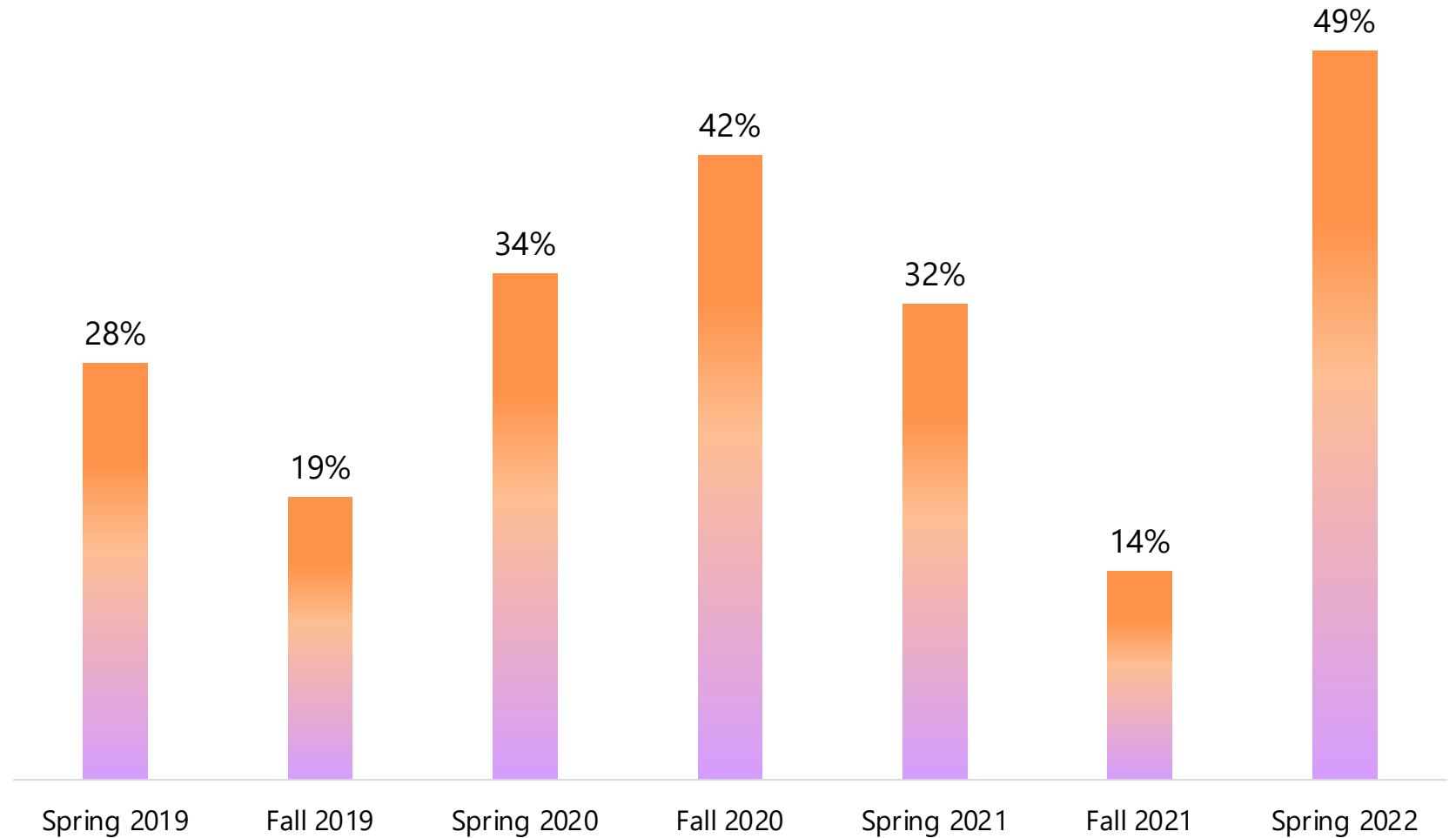


Mega trends affecting Microsoft & partners

Nana Bule

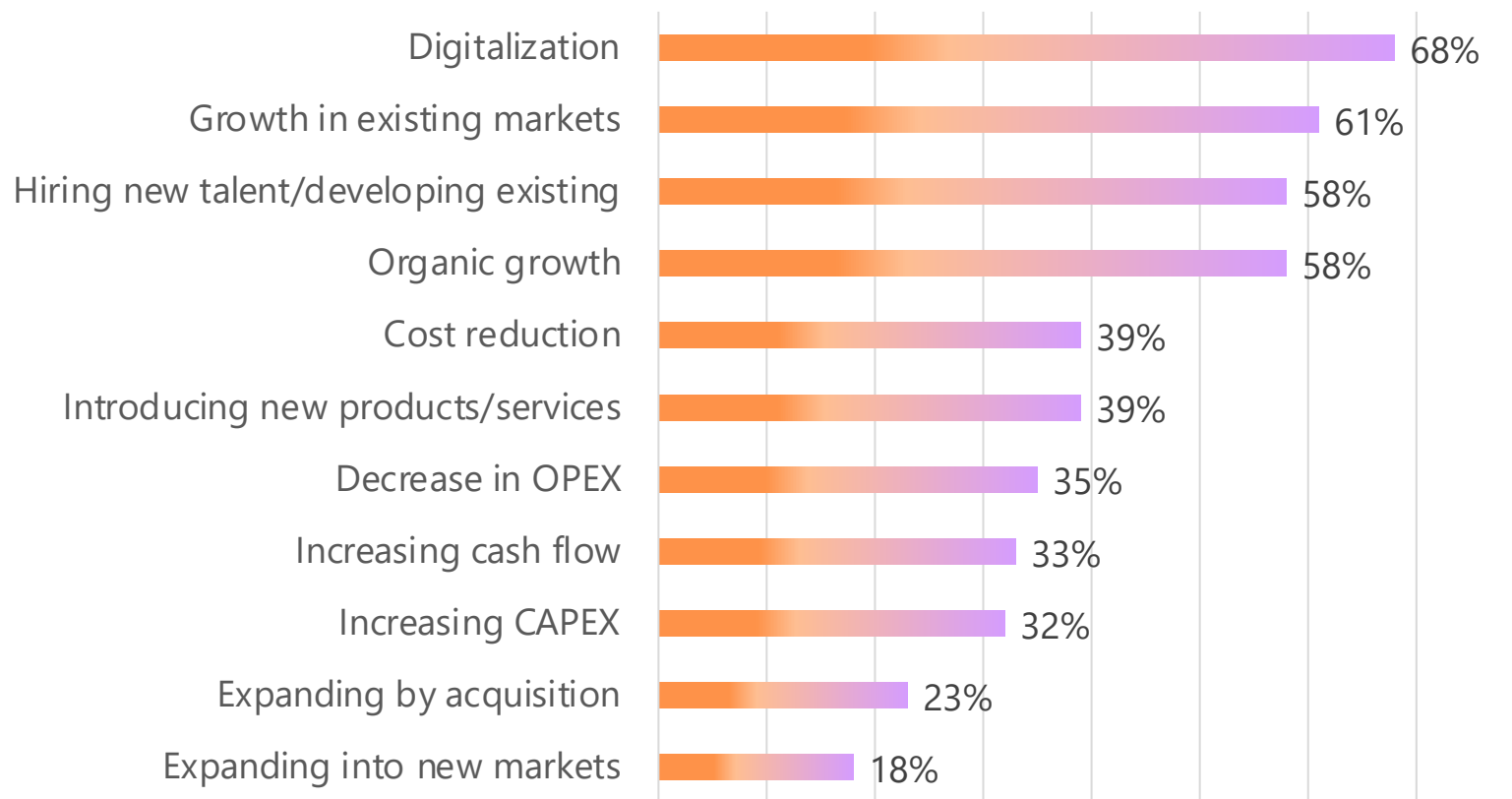
CEO, Microsoft Denmark & Iceland

**% of Danish CFOs
ranking the overall
level of external
financial and
economic
uncertainty high**



According to Danish CFOs, the biggest priorities over the next 12 months are digitalization, growth in existing markets and hiring new talent/developing existing

To what extent are the following strategies likely to be a priority for your business over the next 12 months?



Source: Deloitte CFO Survey Spring 2022

Opjusteringsbølge ruller på Københavns Fondsbørs

Opjustering på opjustering ruller ind fra de danske børsselskaber. Aktiechefer frygter, det kan gå den modsatte vej senere på året

Stig Pedersen og Bøttkjær

Stemmen af regnskaber skyller lige nu indover Københavns Fondsbørs, hvor det lidt over halvvejs i regnskabs-sæsonen er væltet frem med gode nyheder i form af den ene opjustering efter den anden. Alene i august har ni af landets største børsselskaber skruet op for forventningerne til året.

"Jeg vil allerede nu sige, at mængden af opjusteringer er prangende herhjemme. Den her regnskabs-sæson er i virkeligheden meget retningsgivende for, hvorfor vi mener, at de danske aktier skal kunne præstere bedre end det, vi ser på det globale marked i den næste periode. De står med

Danske selskaber opjusterer på stribe i sommerens regnskabssæson

De seneste uger har budt på en perlerække af overraskelser og opjusteringer fra landets største børsselskaber. Alene i august har ni af landets selskaber hævet forventningerne

KAX-indekset, 25. juli til 11. august



BØRSEN/FAKTA Kilde: Bloomberg • Grafik: JAG



Microsoft

Digital Perseverance

resilience

/rəˈzɪljəns/ noun

The capacity to recover quickly from difficulties; toughness

"Digital businesses, or those fortified by digital capabilities, have greater **resilience** than those that do not."



perseverance

/ˌpɜrsəˈvɪrəns/ noun

Persistence in doing something despite difficulty or delay in achieving success

"Digital **perseverance** is the belief that an organization's propensity to thrive in uncertain times depends on its ability to harness and wield technology to serve its most important business outcomes."

Digital Leap Denmark

Technology empowering growth, welfare and the green transition



Growth through
digital innovation



Accelerate digital government
and welfare



Innovation for a
sustainable future



Enhance digital skills

Strategic Execution

Trust in cloud

Trust in our technology is the key differentiator across all segments and workloads, delivering on the need to secure our customers' infrastructure

Platforms for industry growth

Tying together the full industry ecosystem across start-ups/ ISVs, enterprises and partners to drive growth

Small business acceleration

Tapping into key potential of DK economic demography – winning Digital Natives and accelerating digitization broadly

Future of work – new categories

Further strengthen thought leadership position in hybrid with close partner anchoring in GTM

BizApps for digital transformation

Fueling GTM approach for BizApps across all segments. Strong emphasis on CE platform for growth

FY23 principles



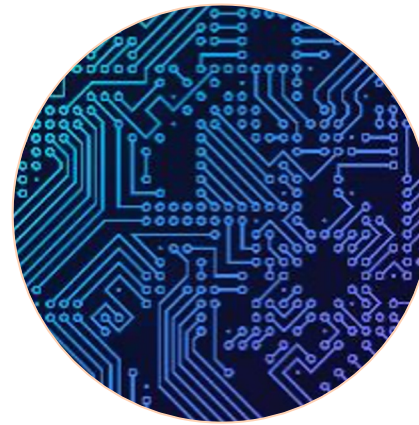
Remain customer-
obsessed



Regional skill
at scale



Focus on growth
and share



Digital
First



Simplify and
optimize

Thank you



A year of great achievements together

Morten Thomsen

Director, Global Partner Solutions



In FY22, our **partners influenced 92%** of Microsoft Denmark's revenue



Partner-influenced revenue **grew 23.1%**, which is faster than Microsoft Denmark



Because we recognize the importance of our strategic relationships, **Microsoft invested \$76.4M** towards our shared goals in FY22 (Incentives/Marketing/through Partner ECIF)



Microsoft Partner Awards 2022

Partner of the Year

Partner of the Year Denmark
Accenture/Avanade

Partner of the Year Iceland
Advania

Solution Innovation

Business Applications
Columbus

Cloud Infrastructure
Automize

App innovation
cVation

Data & AI
Delegate

Low Code Development
Delegate

Modern Workplace
Fellowmind

Security
VENZO

Digital Transformation

Engaging Customers & Citizens
O2matic

Empowering Employees
Consensus

Optimizing Operations
Inspari

Transforming Products
KMD

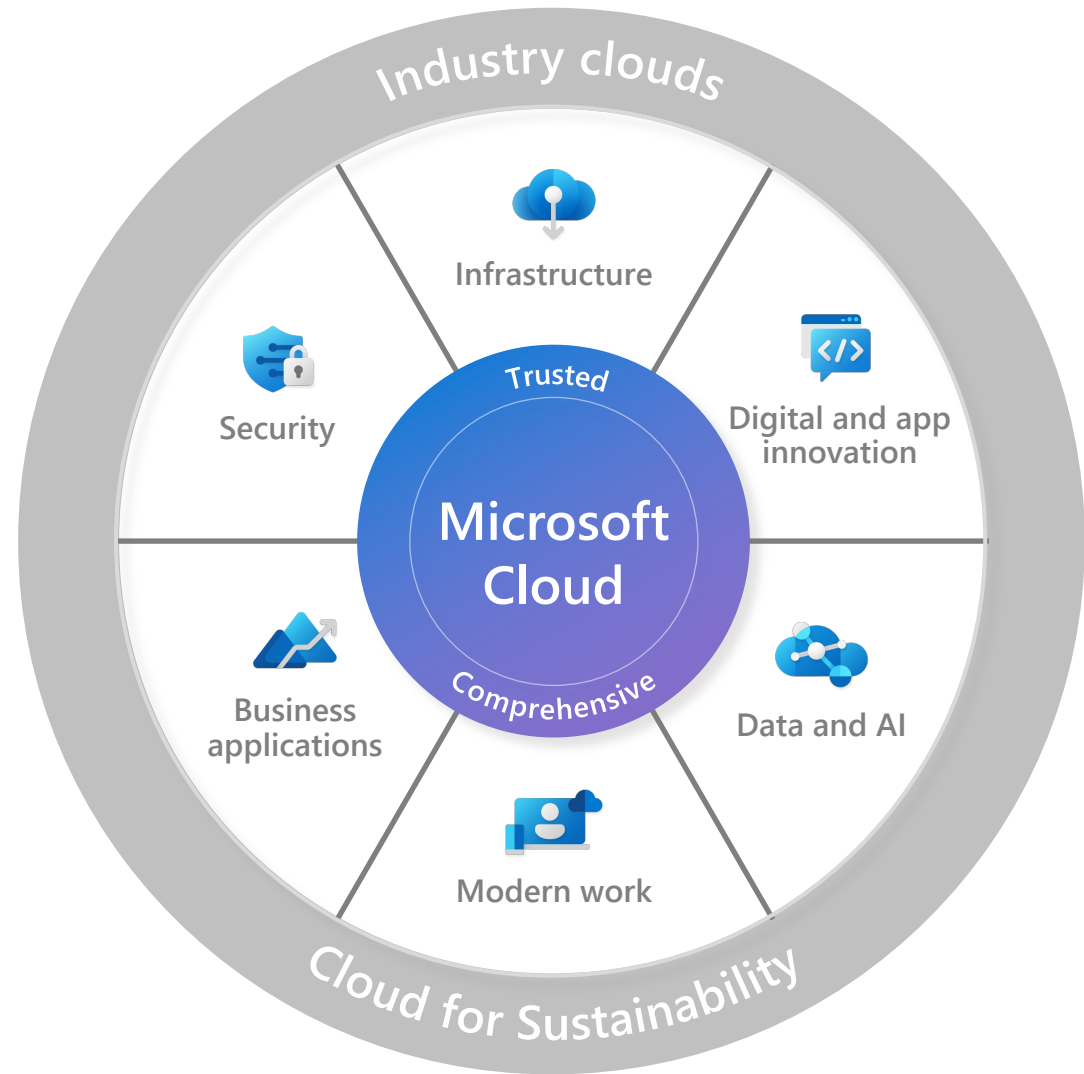
Enabling Sustainability
minds.ai



Microsoft Cloud

The most trusted and comprehensive cloud

Do more
with less



A customer-centric approach

The Microsoft Cloud Partner Program
We are aligning to six solution areas

 **Microsoft**
Solutions partner
Infrastructure
Azure

 **Microsoft**
Solutions partner
Data & AI
Azure

 **Microsoft**
Solutions partner
Digital & App Innovation
Azure

 **Microsoft**
Solutions partner
Business Applications

 **Microsoft**
Solutions partner
Modern Work

 **Microsoft**
Solutions partner
Security

Thank you



Azure Strategy Outlook FY23

Sebastian Karlsson

Go-To-Market Manager: Microsoft Azure & Data+AI



The momentum continues

#1

Market share

x2

#Persons with Azure skills
(Tagged at LinkedIn)

+50%

YoY Growth for Azure

+ **Global cases:** Still punching above our weight

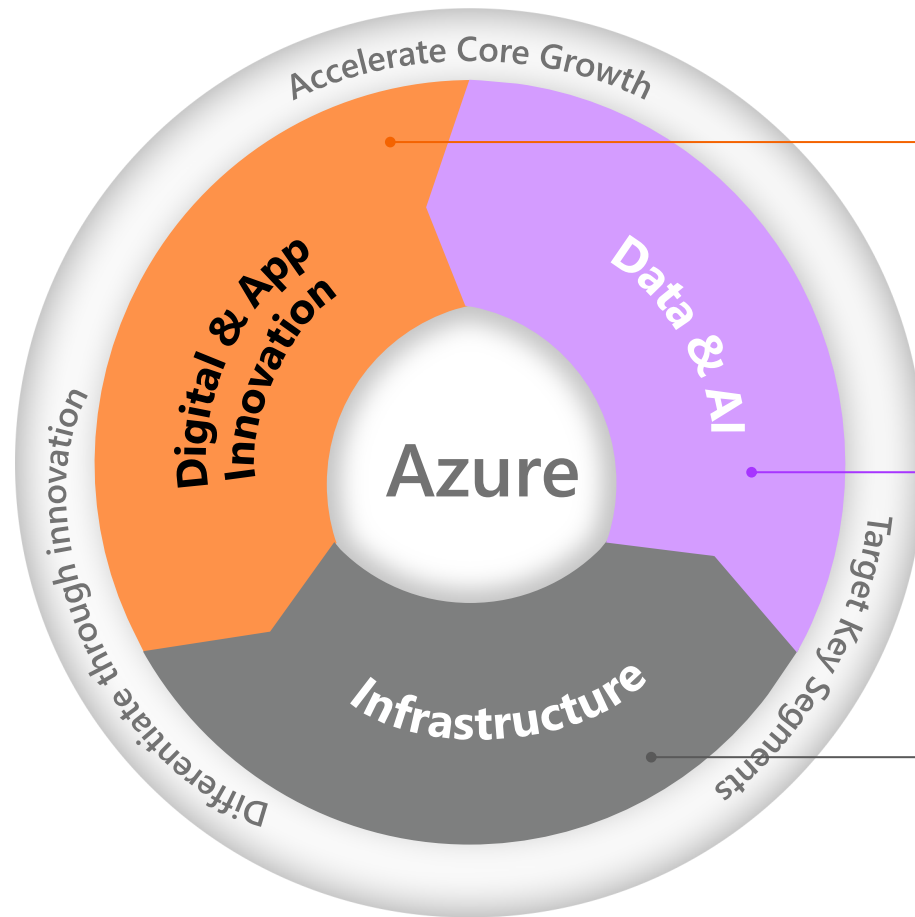
A surfer is riding a large, powerful wave. The water is dark and turbulent, with white foam visible at the crest of the wave. The surfer is positioned in the center of the wave, leaning forward. The overall scene is dramatic and high-contrast, with a dark, moody atmosphere.

Prediction:

The Danish Azure business will be as big as the
Office + Windows business by FY25

FY23

Solution Plays | Azure – 1000 new capabilities each year



Digital & App Innovation

- Modernize Enterprise Applications
- Innovate and Scale with Cloud Native apps
- Enable Developer Productivity and Accelerate Delivery
- Accelerate Innovation with Low Code

Data & AI

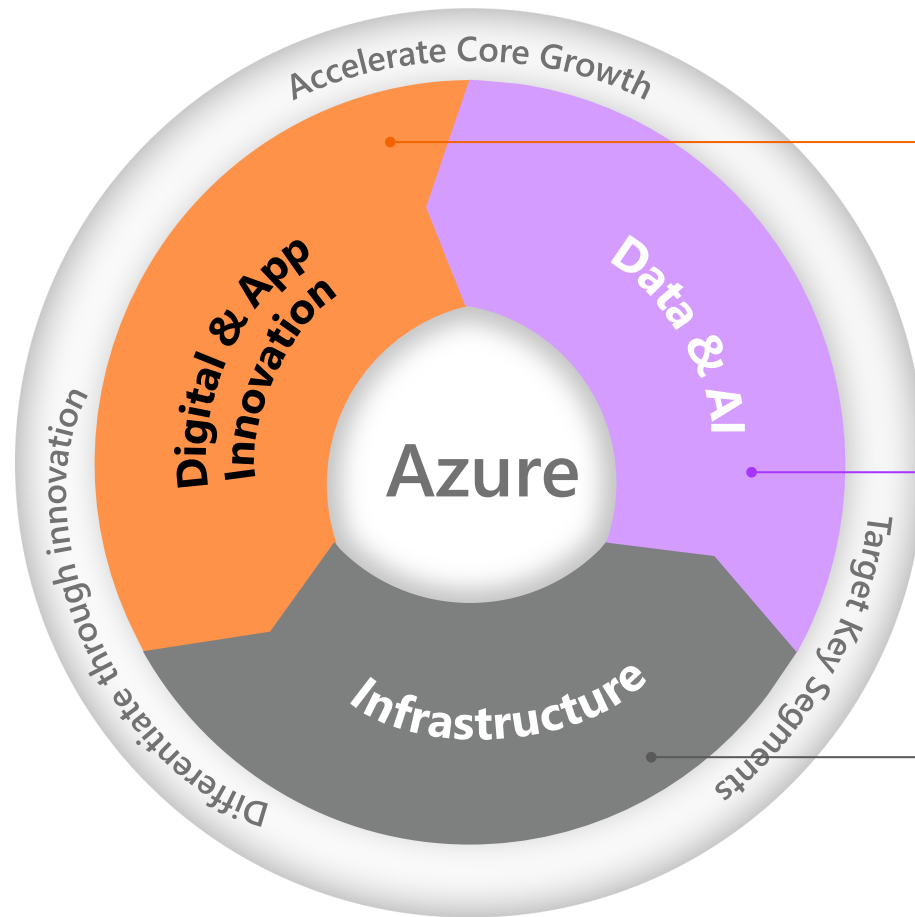
- Migrate and Modernize your Data Estate
- Innovate with AI and Cloud scale Databases in Every App
- Power Business Decisions with Cloud Scale Analytics
- Enable Unified Data Governance

Infrastructure

- Migrate and Modernize your Infrastructure and Workloads
- Modernize SAP on the Microsoft Cloud
- Modernize your workloads with Azure at any scale with HPC + AI
- Protect your data and ensure business resiliency with BCDR
- Innovate across hybrid and edge with Arc and IoT

FY23

Solution Plays | Azure – 1000 new capabilities each year



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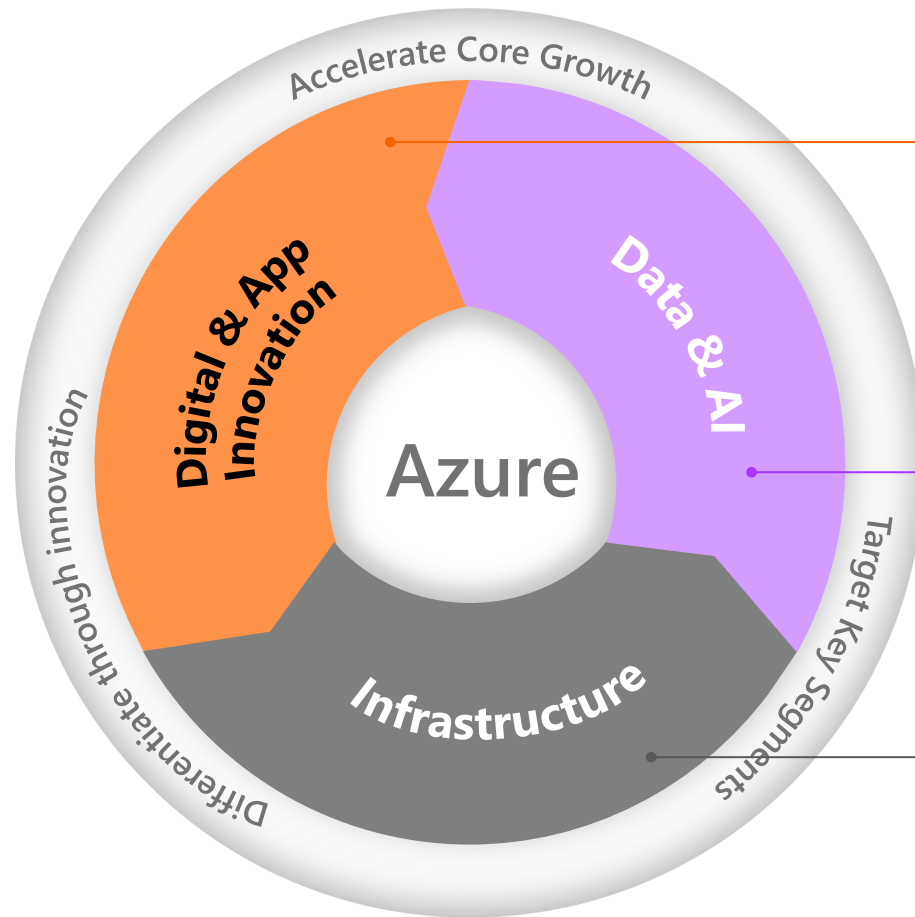
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Key priorities for FY23 – Azure in Denmark

Innovation

- > Change market perception
- > Take more share of PaaS market
 - > Developers, Developers, Developers!

Skilling

- > Invest in skilling customers – and remember that we can support
- > The biggest blocker for growth

Digital Natives

- > Increased focus on Startups, VC's and "born in the cloud companies"
- > The eco-system of cool solutions is growing (ISV's)

Thank you



Modern Work Strategy Outlook FY23

Kit Ingwersen

Go-To-Market Manager: Modern Work

Thank you 

Flexibility in *how, when and where* people work

- 1 Employees have a new "worth it" equation
- 2 Managers feel wedged between leadership and employee expectations
- 3 Leaders need to make the office worth the commute
- 4 Flexible work doesn't have to mean "always on"
- 5 Rebuilding social capital looks different in a hybrid world



Three patterns of work

1

Enabling Hybrid
Work

2

Bringing
collaborative
experiences into the
flow of work

3

Creating the digital
employee
experience

Modern Work Priorities



Digital Workforce

Microsoft 365
Frontline Workers



Converged Comms

Teams Phone
Teams Rooms



Employee Experience

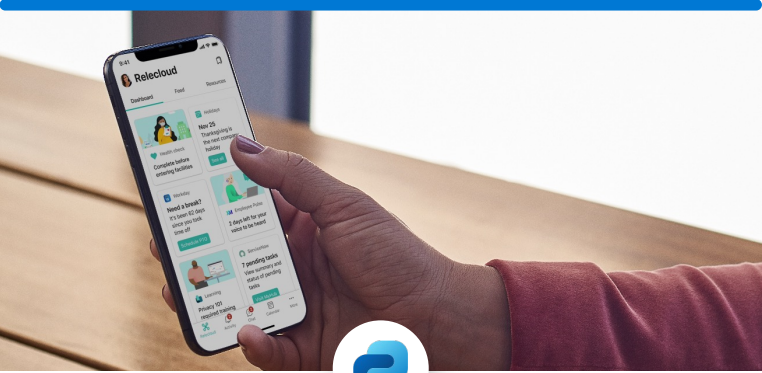
Microsoft Viva



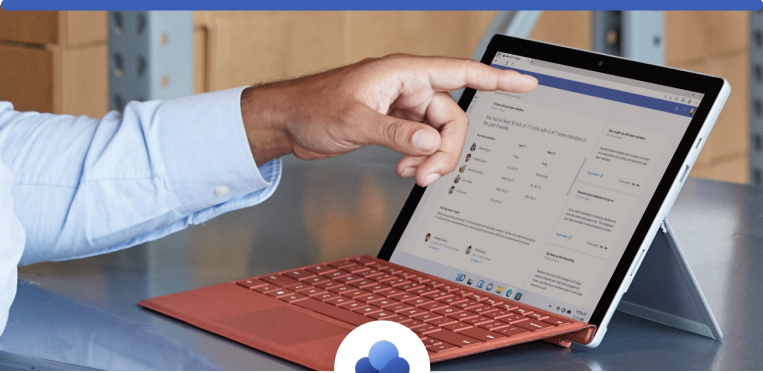
Cloud PC

Windows 11
Windows 365

Microsoft Viva: employee experience platform for the new world of work



Viva Connections
Culture & Communications



Viva Insights
Productivity & Wellbeing



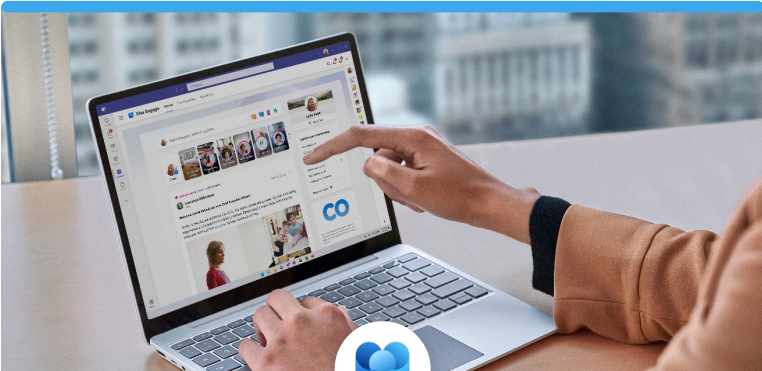
Viva Topics
Knowledge & Expertise



Viva Learning
Growth & Development



Viva Goals
Purpose & Alignment



Viva Engage
Culture & Communications

FY23 Partner Programs



SMB Workshops

SMB Workshops enable partners to engage SMB customers to drive demand for M365 & Teams Essentials

- 1:many engagement
- 1-hour customer event
- Hands-on-lab
- Generate leads for partner

Primary focus:
SMB



Build Intent Workshops

Partner-led engagements designed by Microsoft build intent, demonstrate value & accelerate opportunities

- 1:1 engagement
- 2-3 days engagement
- Art of Possible & actionable roadmap
- 9 MW Workshop

Primary focus:
Enterprise & SMC-C



Standardized Pilots ^(New)

Enable partners to prove solution and/or initiate solution deployment for priority MW workloads

- Available: October 2022
- Viva, W365, FLW, Teams Phone, Apps
- Field nominated; partner delivered
- Prove solution, initiate deployment

Primary focus:
Enterprise & SMC-C



Advisory Incentives ^(New)

Reward partners for driving MW revenue after completing pre-sales activity or registering qualified deal

- Available: July 2022
- Modern Work (Viva, FLW)
- FLW, Viva Jumpstart partners
- MCI workshop or Deal Association

Primary focus:
Enterprise & SMC-C

Thank you



Surface Strategy Outlook FY23

Sonia Blanco-Hansen
Senior Go-to-Market Lead: Surface





Join us to see what's next

September 15th: Education Launch

End of October: Holiday Launch



Surface is designed for flexible and hybrid work

Creating new business value starts with ensuring that employees can do their best work - their way. When they use Surface, they can seamlessly and securely work at home, in the office, and everywhere in between.



Create a flexible, engaging work environment



Extend productivity, creativity, and innovation



Motivate and retain employees with the right devices



Drive Growth Through Partners



Make it easier & profitable for partners to bet on Surface

Scale through Distributor & Reseller Partners

Key Sales Enablers for Surface Partners

- Earn incentives from unit 1
- Surface+ Offer coupled with Modern Work Sales
- Windows 11 loaded on the new 2022 line of devices
- Sustainability

Key Takeaways



Partnering to Win the New Workplace Opportunity



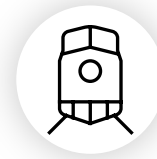
Easier and more profitable for partners to bet on Surface

Get signed up for incentives



Surface HAS the best portfolio for hybrid work

Chip to cloud secure and built for M365



80% of companies will re-think office space and invest in hardware

Let's partner together

Thank you



Business Apps Strategy Outlook FY23

Christian Koch-Bentzen

Go-To-Market Manager: Dynamics 365 & Power Platform

Solution Plays and Customer Scenarios

Aspirational
and tangible

Value oriented

Platform, platform, platform



FY23 Solution Play

Customer Scenarios



Connected Sales & Marketing

Customer Experience: CRO/CMO



Modernize the Service Experience

Service: CCO



Enable a Resilient & Sustainable Supply Chain

Supply Chain: COO



Optimize Financial and Operating Models

Finance: CFO



Accelerate Innovation with Low-Code

IT: CIO

Lead generation and management

AI-infused salesforce automation

Rapid sales process innovation

Sales productivity

Omnichannel customer engagement

Intelligent self-service

Case management modernization

Customer journey orchestration (FY23 pilot)

Connected Field Service

Supply Chain Modernization

On-Prem ERP Migration (COO/CSCO)

Visibility, Intelligence & Orchestration

Rapid supply chain process innovation

Finance for product-centric organizations

Service-centric operations

On-Prem ERP Migration

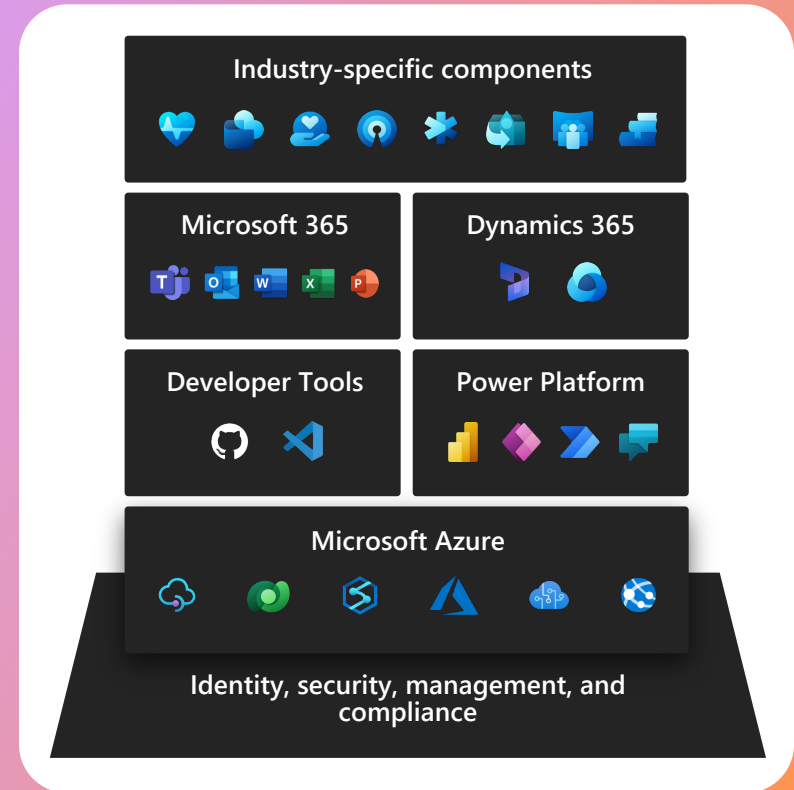
Rapid finance process innovation

Enable everyone to innovate

Rapidly build apps

Automate business processes

The best cloud to empower everyone



The market is paying attention

#1 in Core CRM Solutions



Source: The Forrester Wave – Core CRM solutions Q3 2022

Collaborative Applications

   
Teams Outlook MS Graph Windows



Business data is **available**
to **everyone, everywhere**



 Meet now



Easily communicate as part
of any business process

  
Dynamics 365 Dataverse Teams



Business applications are
now **multiplayer**

Collaborative Applications



Teams Outlook MS Graph Windows



Business data is **available to everyone, everywhere**



 Meet now



Easily communicate as part of any business process



Dynamics 365 Dataverse Teams



Business applications are now **multiplayer**



Power BI

Business analytics



Power Apps

Application development



Power Automate

Workflow automation



Power Virtual Agents

Intelligent virtual agents

Collaborate across developers, IT, and business users to create digital solutions

Collaborative Applications



Teams Outlook MS Graph Windows



Business data is **available to everyone, everywhere**



Meet now



Easily communicate as part of any business process



Dynamics 365 Dataverse Teams



Business applications are now **multiplayer**



Power BI

Business analytics



Power Apps

Application development



Power Automate

Workflow automation



Power Virtual Agents

Intelligent virtual agents

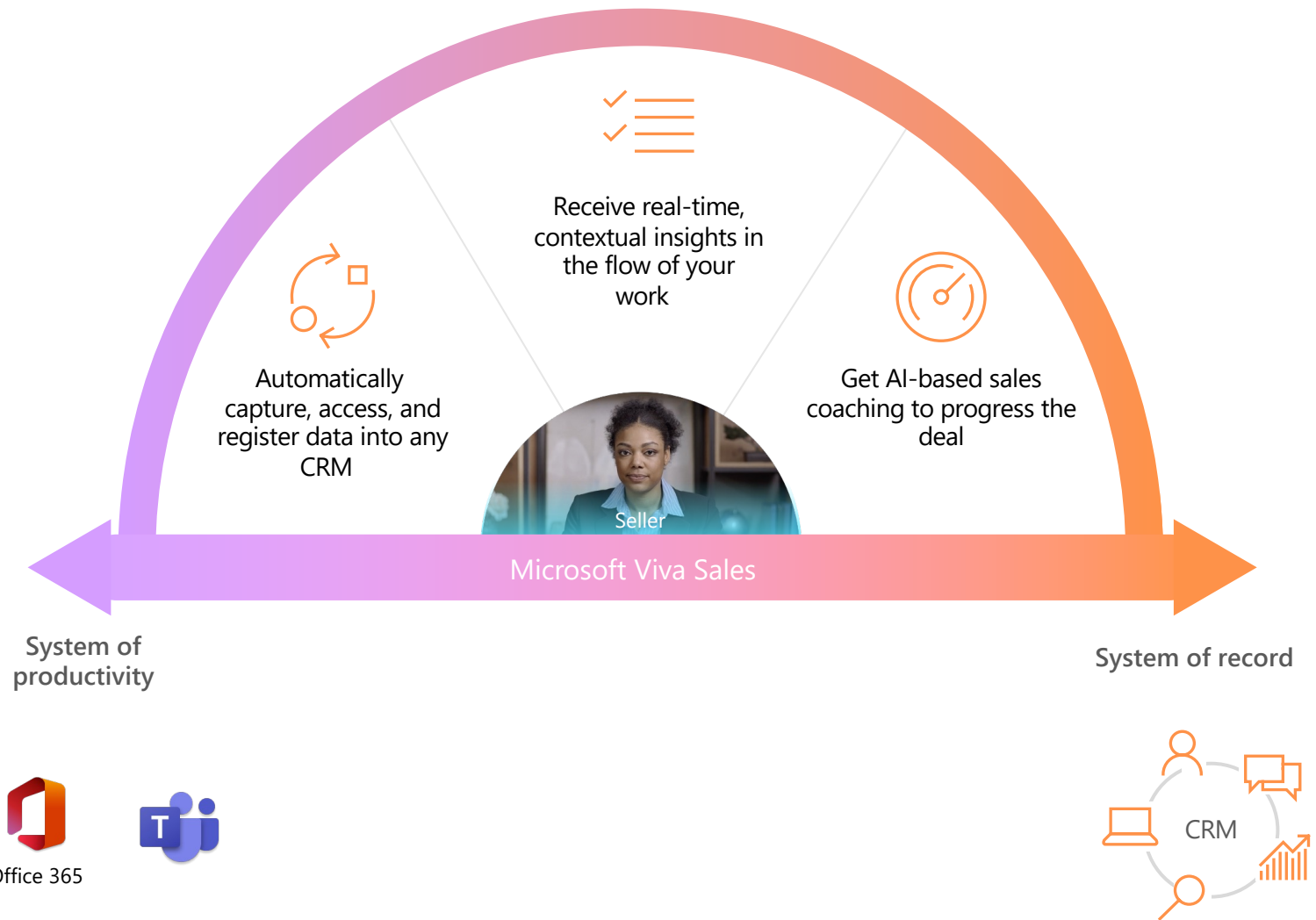


Power Pages

External Websites

Collaborate across developers, IT, and business users to create digital solutions

Viva Sales



Digital Contact Center Platform



3 things

1

We will jointly pivot
all activities on
Solution Plays and
Customer Scenarios

2

The platform is
and will be a key
differentiator
for BizApps

3

Utilize Partner Offers
and skilling
initiatives or explore
new workloads

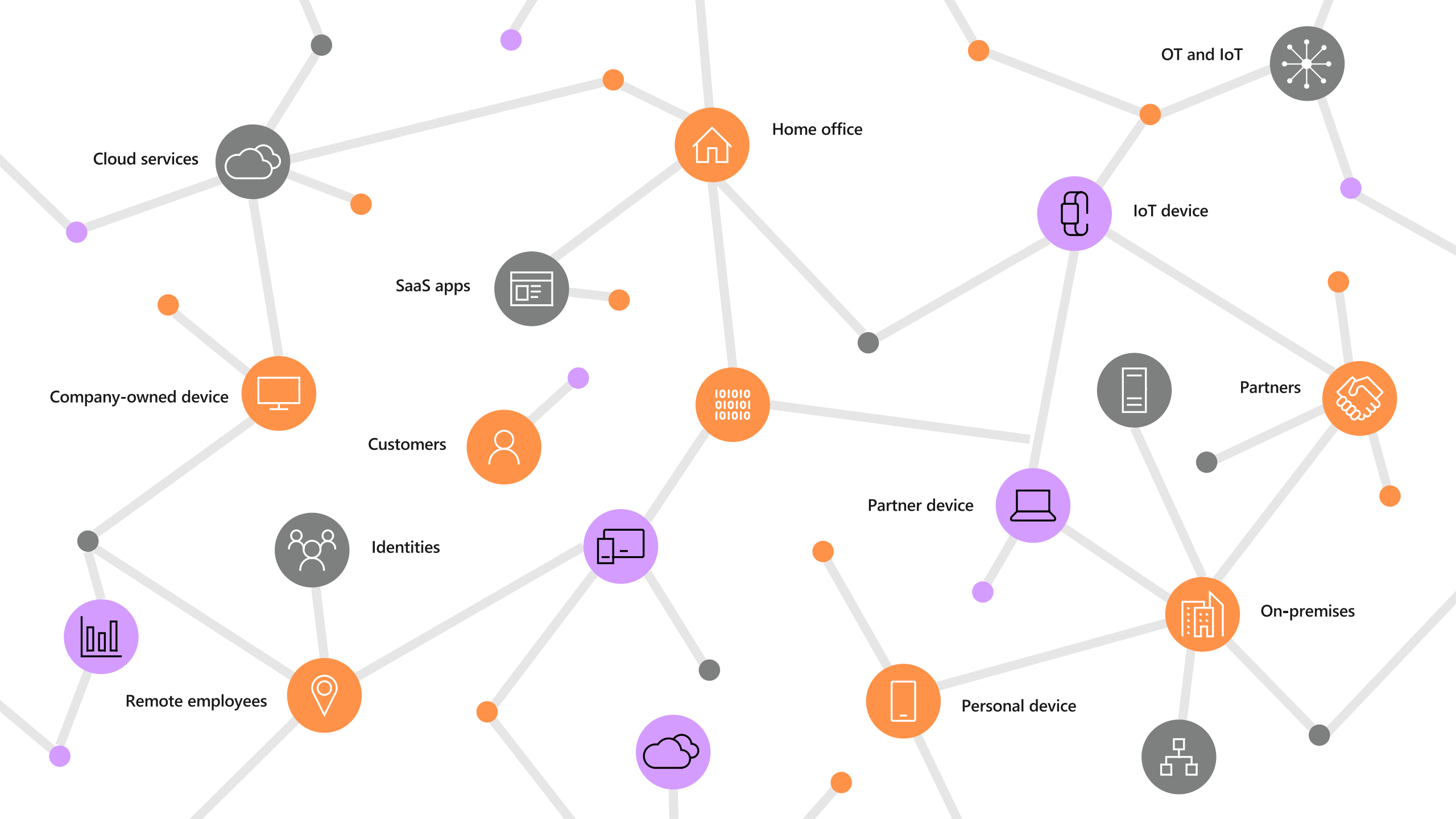
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Security & Compliance Strategy Outlook FY23

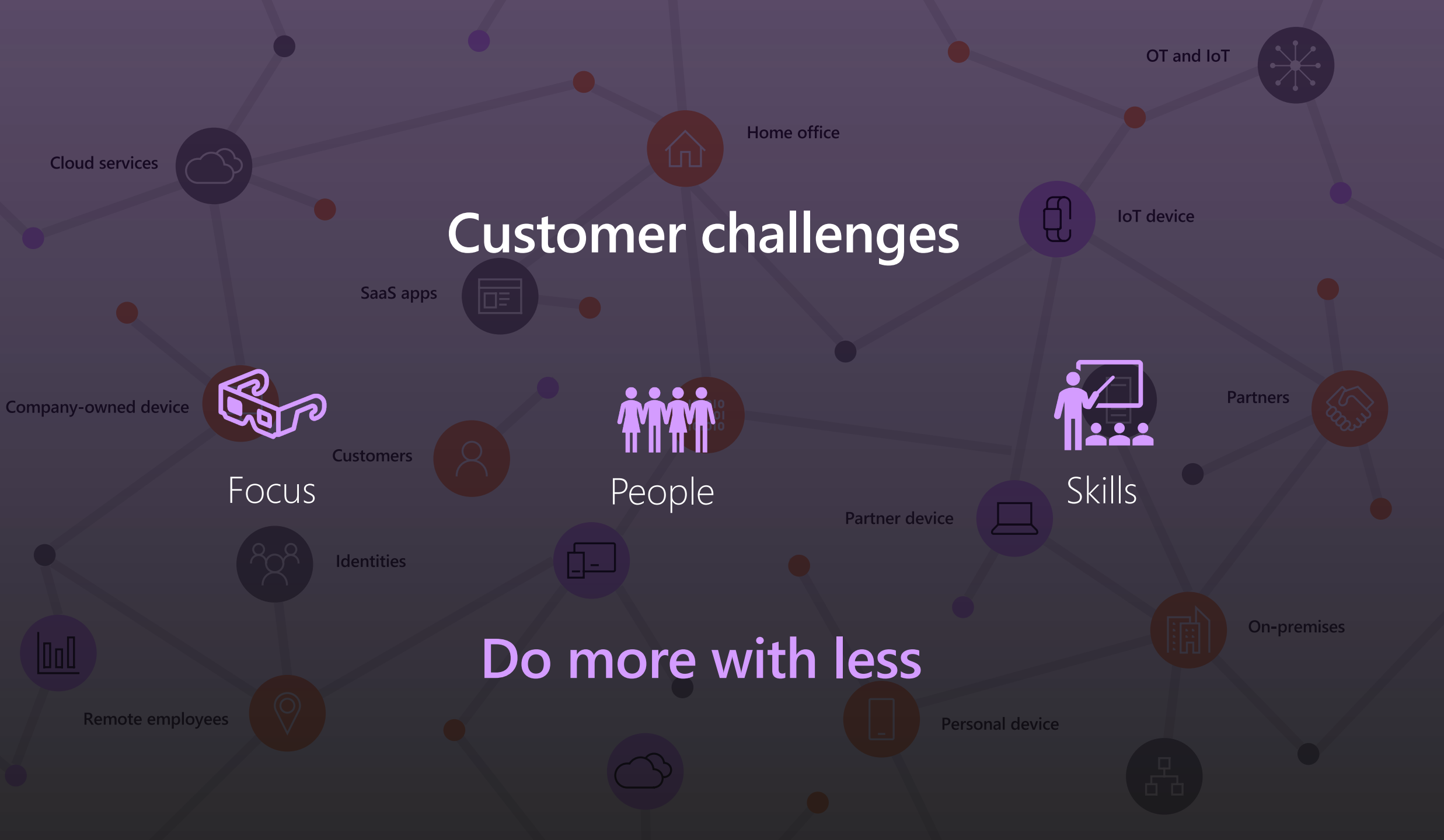
Kristoffer Rosenmeier

Senior Specialist Sales Manager: Security & Compliance

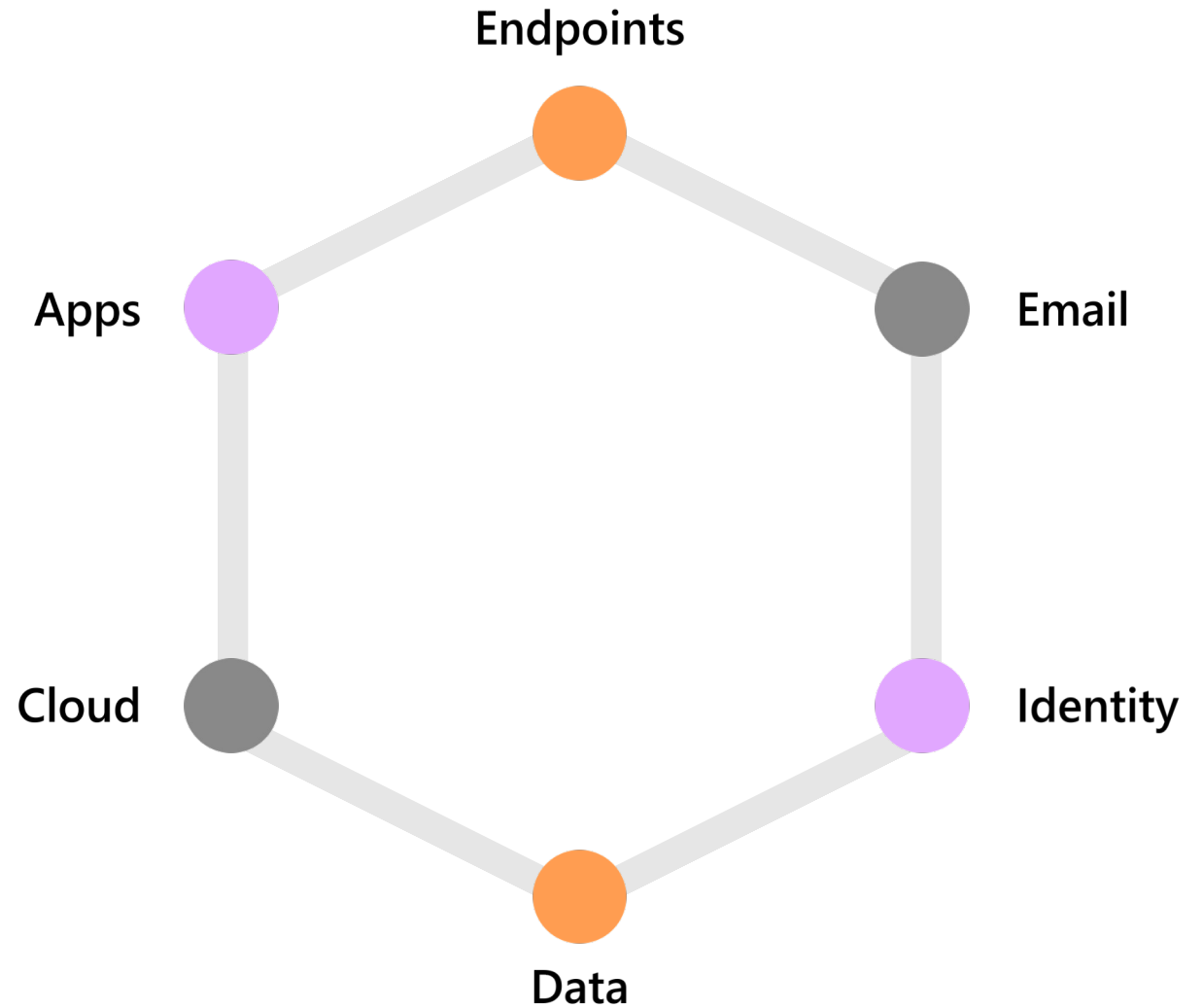


Customer challenges

Do more with less



Our product
offering protects
end-to-end



A Leader in Security, Compliance, Identity & Management

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A Leader in four Gartner®
Magic Quadrant™ reports

The Forrester logo is displayed in a dark green, serif font within a light gray circle.

A Leader in eight
Forrester Wave™ categories

The IDC logo is displayed in a blue, sans-serif font within a light gray circle.

A Leader in six IDC
MarketScape reports

[IDC MarketScape: Worldwide Modern Endpoint Security for Enterprises 2021 Vendor Assessment, Doc #US48306021, November 2021](#)
[IDC MarketScape: Worldwide Modern Endpoint Security for Small and Midsize Businesses 2021 Vendor Assessment, Doc #48304721, November 2021](#)
[IDC MarketScape: Worldwide Advanced Authentication for Identity Security 2021 Vendor Assessment, Doc #US46178720, July 2021](#)

[IDC MarketScape: Worldwide Unified Endpoint Management Software 2021 Vendor Assessment](#)
[IDC MarketScape: Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses 2021 Vendor Assessment](#)
[IDC MarketScape: Worldwide Unified Endpoint Management Software for Ruggedized/Internet of Things Deployment 2021 Vendor Assessment](#)

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Industry-leading security from Microsoft



1. Earnings Press Release, FY22 Q4. July 26, 2022, Microsoft Investor Relations
2. "Microsoft Digital Defense Report". October 2021, Microsoft Security
3. Earnings Press Release, FY22 Q2. December 16, 2021, Microsoft Investor Relations

Trusted globally, protecting organizations'
multi-Cloud and multi-platform infrastructures

Protection aligned to where you're going

Solutions to support your digital journey



Protect identity &
endpoints for strong
Zero Trust foundations



Modernize
security & **defend**
against threats



Secure **cloud**
infrastructure – Azure,
hybrid & multi-cloud



Protect & govern
sensitive data



Manage &
investigate **risk**

Extra TLC in FY23

Entra

- > Permission Management for multicloud customers.

Securing OT

- > Offering and pricing is simple.
Delivery is not.

Compliance

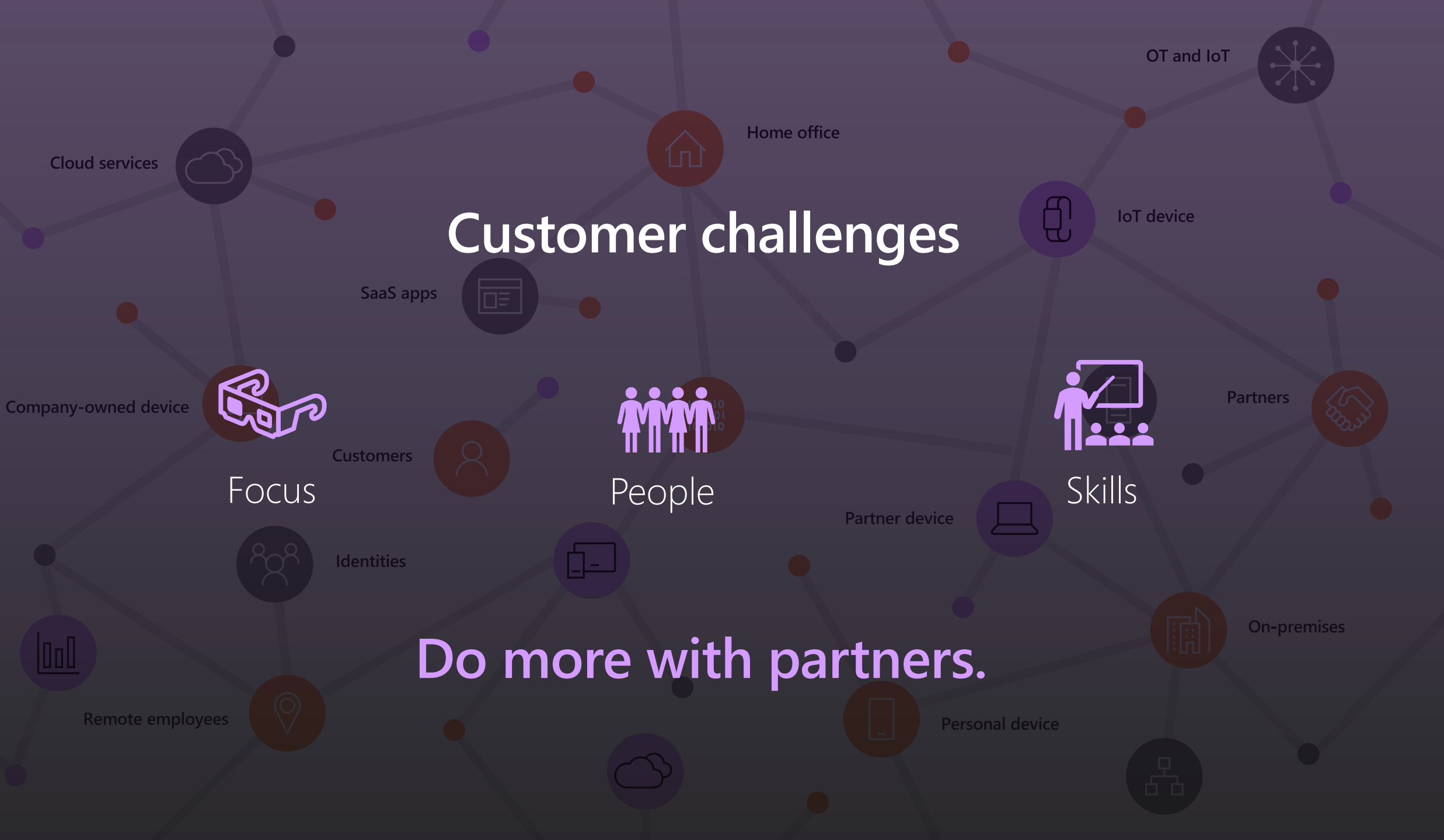
- > Compliance is not a product. Focus on customer pain points like Insider Risks, Data Classification & DLP Capabilities.

Win365

- > Increase security & productivity.

Customer challenges

Do more with partners.



Thank you



Specialist Sales Approach

Thomas Kjærsgaard
Director, Specialist Team Unit

112

7

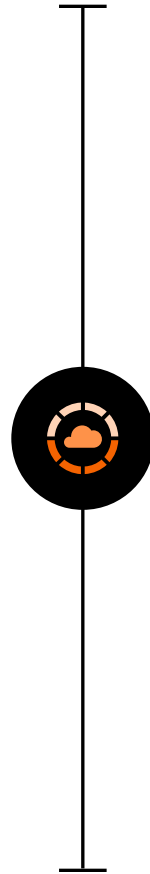
9



Our mission

Empower customers
across all industries
through the unique value
of the Microsoft Cloud

Our principles



Remain customer obsessed



Industry purity



Focus on growth and share



Digital First



Simplify and optimize

Thank you



Customer Success and Customer Centricity

Crilles Jansen

Director, Customer Success

We have a tremendous opportunity to co-create a differentiated and connected customer experience that grows customer trust, increases loyalty and accelerates growth



Thank you