

Microsoft

Transforming Myanmar Businesses in the Digital Era

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"Productivity is the engine of human progress–it is what propels our society forward. The promise of technology is to help us get more done, with less effort."

-Satya Nadella, CEO, Microsoft

Opportunities and Challenges for Myanmar Businesses

MYANMAR

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

INTERNET USERS	39 MILLION
PENETRATION:	135.6%
UNIQUE MOBILE USERS	48.73 MILLION
vs POPULATION:	108.5%

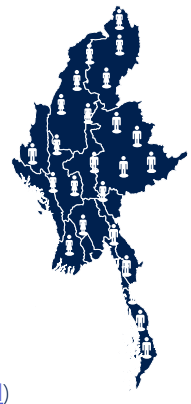
52.88

MILLION PEOPLE

$1,195.5

GDP PER CAPITA

IN 2016



(Source: Myanmar, World Bank Data - 2016 (n.d) Retrieved from https://data.worldbank.org/)

Myanmar has a growing economy and a young population, and mobile internet usage has boomed. There are now more mobile phones in Myanmar than ever before, and internet penetration is over 135.6%. Businesses are growing and Myanmar finding its place in the global economy.

(Source: Myanmar Times - 2016 (n.d) Retrieved from https://www.mmtimes.com/business/technology/21466-ministry-puts-mobile-penetration-at-90-percent.html)

Common Challenges for Myanmar Businesses

But looking forwards, there are challenges ahead. Many Myanmar small and medium businesses are not using new technology to its full potential, leading to missed opportunities and frustration. Some of the obstacles to business success include:

- Businesses are relying on paper-based manual processes that are very inefficient and non-scalable
- Communication is insecurely spread across SMS, Voice, calls, messaging apps and email without proper secure measures putting all company data at risk
- Regular data-backup is too difficult to manage

Why Digital Transformation is the Future of Your Business?

50% of the workforce will be “digital natives,” connected 24/7 and work the way they want to by 2020

Leaders in digital transformation generate an average of $100 million more in additional operating income each year

80%

Business leaders in Asia agreed that every organisation needs to digitally transform to enable future growth

79%

Business leaders in Asia agreed that new data insights can lead to new revenue streams

(Source: Workplace 2020 Study (n.d) Retrieved from https://resources.office.com/en-sg-landing-AP-O365-CNTNT-FY18-02Feb-08-Workplace-2020-Study-Singapore-MGC0001885.html)

(Source: 80% of business leaders believe they need to be a digital business to succeed: https://news.microsoft.com/apac/2017/02/20/80-of-business-leaders-believe-they-need-to-be-a-digital-business-to-succeed-microsoft-study/)



How Office 365 Unlocks Your Business' Potential

Secure Cloud Storage

Data storage is secured with Office 365.

Empowered Employees

Business-class email synced on all your devices. It's security enhanced and helps keep data safe even if the phone is lost.

Optimize

SharePoint document storage and Online Lists are a central location for all data. Work smarter, not harder.

Transform

Shift from hindsight to foresight by transforming your company's data with tools like Excel and Power BI.

Uptime Guarantee

Office 365 commercial SKUs have a 99.9% financially-backed uptime guarantee*

(Licensing terms (n.d) Retrieved from https://www.microsoft.com/en-us/licensing/product-licensing/prod)

Office 365 gives you and your employees the tools to work better, faster and smarter.



Work Better Together

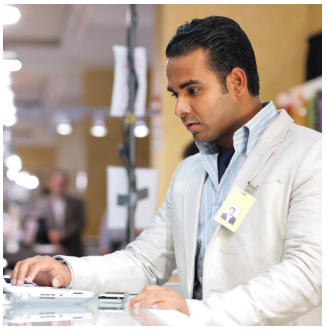


Get More for Your Investment

Be More Productive Anywhere



Simplify, but Stay in Control



Are You Ready to Unlock The Potential of Your Business?

Increase your impact and expand your reach with Office 365. Powered by the cloud, it's a must-have for doing business today.

Office 365 Business Premium

Best for businesses that need business-class email, Office applications, and other business services.

Microsoft Myanmar Company Limited
401/B, 3rd Floor, Building 15, MICT Park, Universities Hlaing Campus,
Hlaing Township, Yangon, Union of Myanmar.
Contact : Yamin Thu, a-yathu@microsoft.com, +959 508 6465

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