

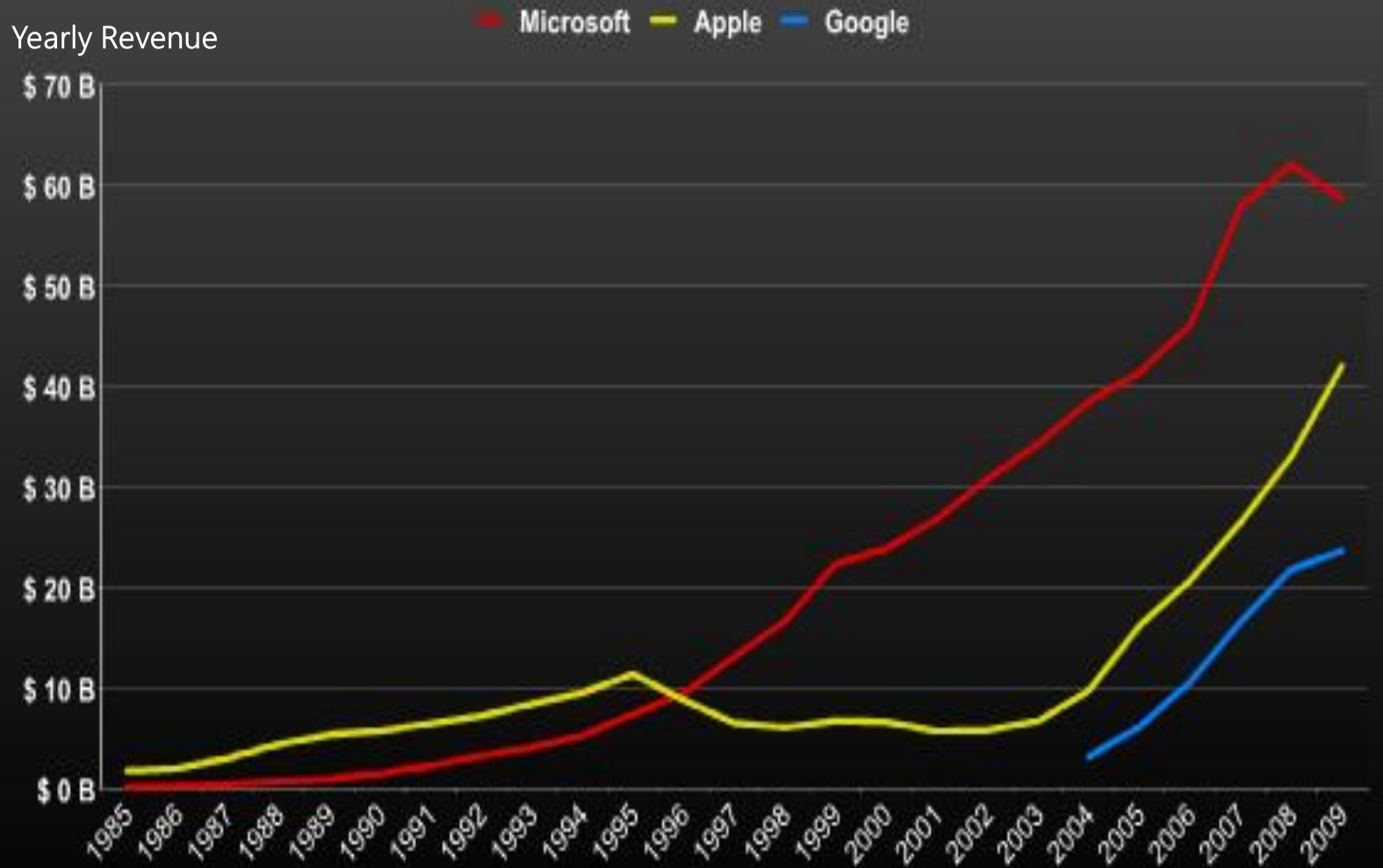
The Transformation Journey *@* Microsoft

A PC on Every Desk and in Every Home

Bill Gates, 1975



Yearly Revenue

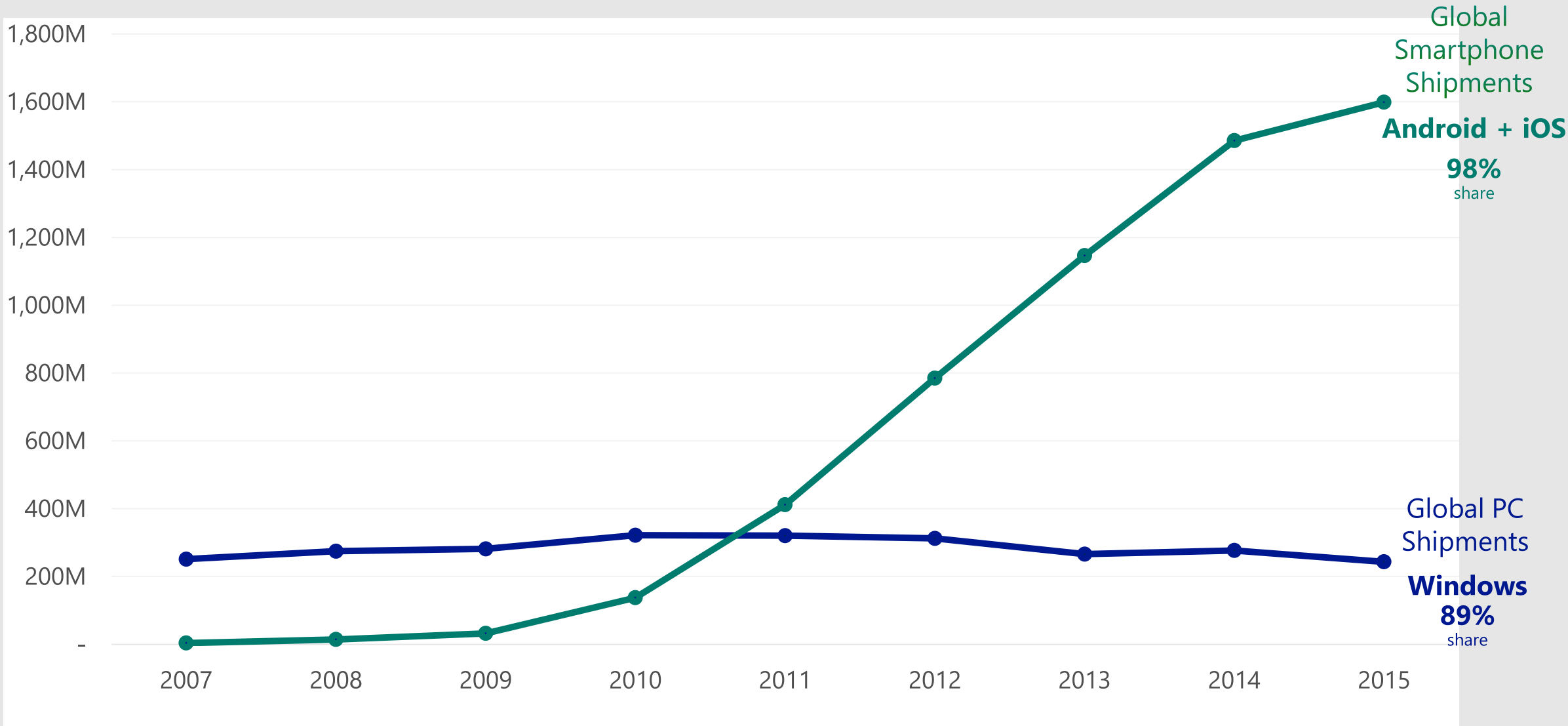


Data Source: WolframAlpha

Top of the Game

In 2004, Microsoft's revenues were 4-times more than that of Apple

Our Challenge (and Opportunity)



Source: IDC

Recession hits Microsoft



Microsoft wasted at least \$8 billion on its failed Nokia experiment

—The Verge, May 2016

NOKIA
Connecting People



- 2013.09.02 Announced the mobile hardware division of Nokia in a deal worth \$7.2 billion
- 2015.07.08 Impairment charge of approximately \$7.6 billion related to assets associated with the acquisition of the Nokia Devices and Services business in addition to a restructuring charge



February 2014
Hit Refresh

4차 산업혁명 – 디지털 트랜스포메이션

Steam

Water/Steam,
Mechanical
Production
equipment

1780s

Steam engine patent
(증기기관 특허)

Electricity

Electricity
Mass Production
Division of Labor

1870s

Commercial generator
(상업용 직류발전기)

Electronics & IT

Electronics
IT, Automated
production

1970s

First Internet ARPANET
(인터넷 시초)

Digital

Blurring the
physical and
the virtual
divide

2016+



Engine Efficiency



Connected Car



Car Automation/ V2V Communication



Auto Repair



Tires



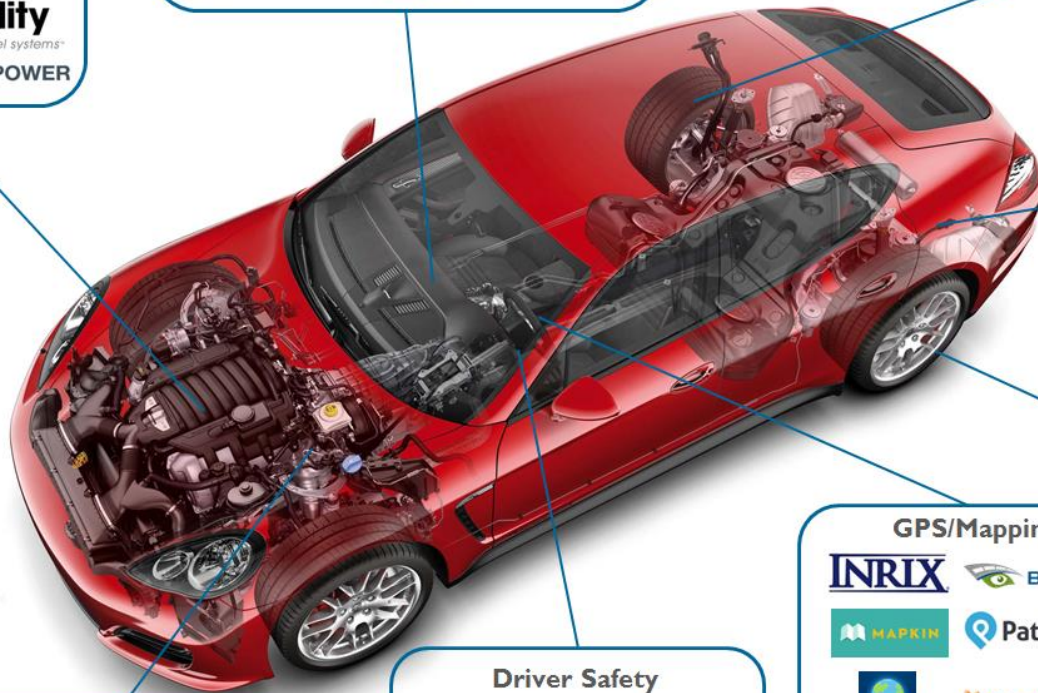
GPS/Mapping



Driver Safety

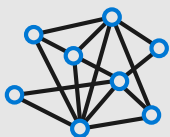


Battery Storage

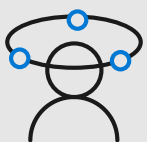




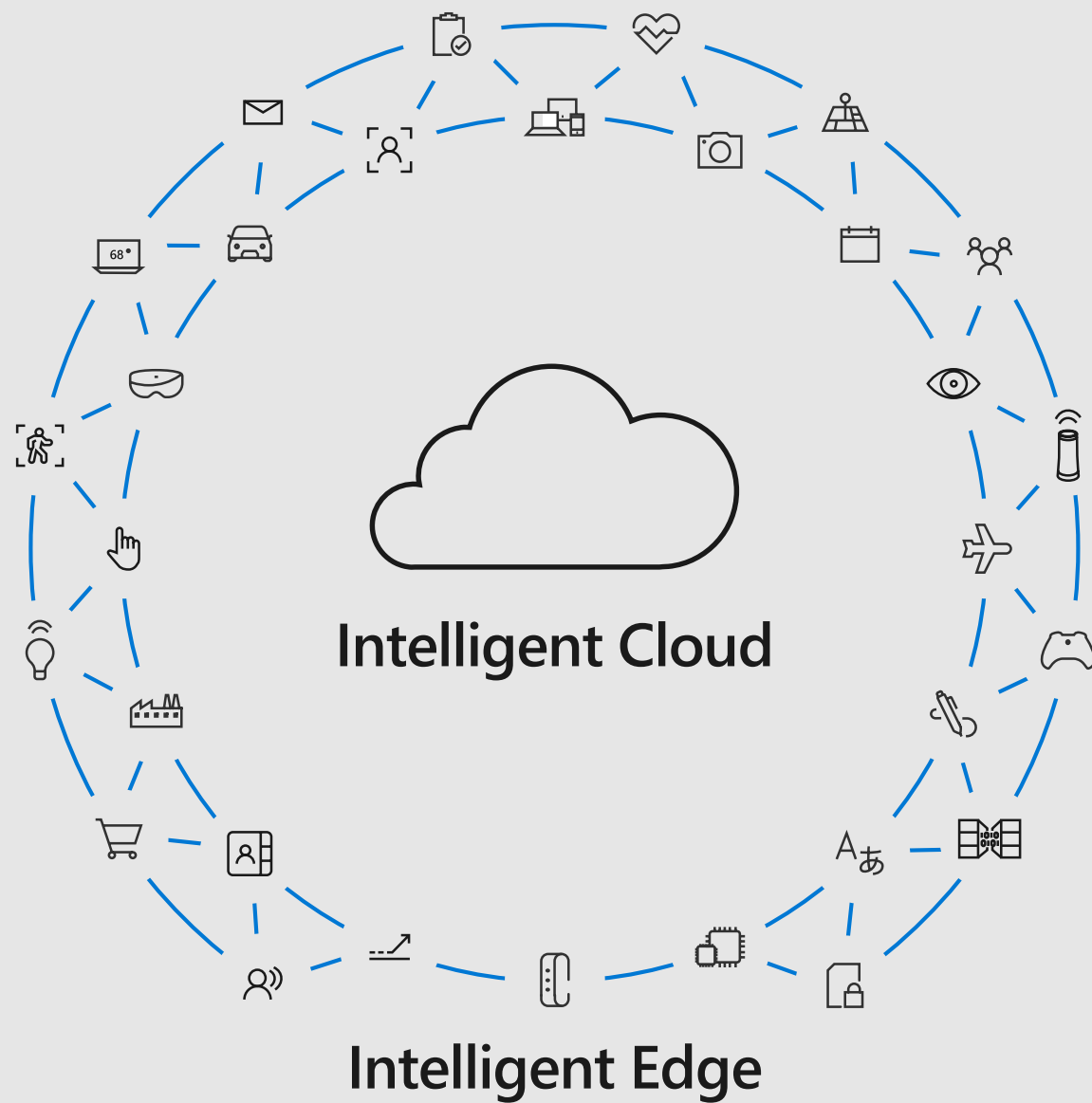
Ubiquitous computing



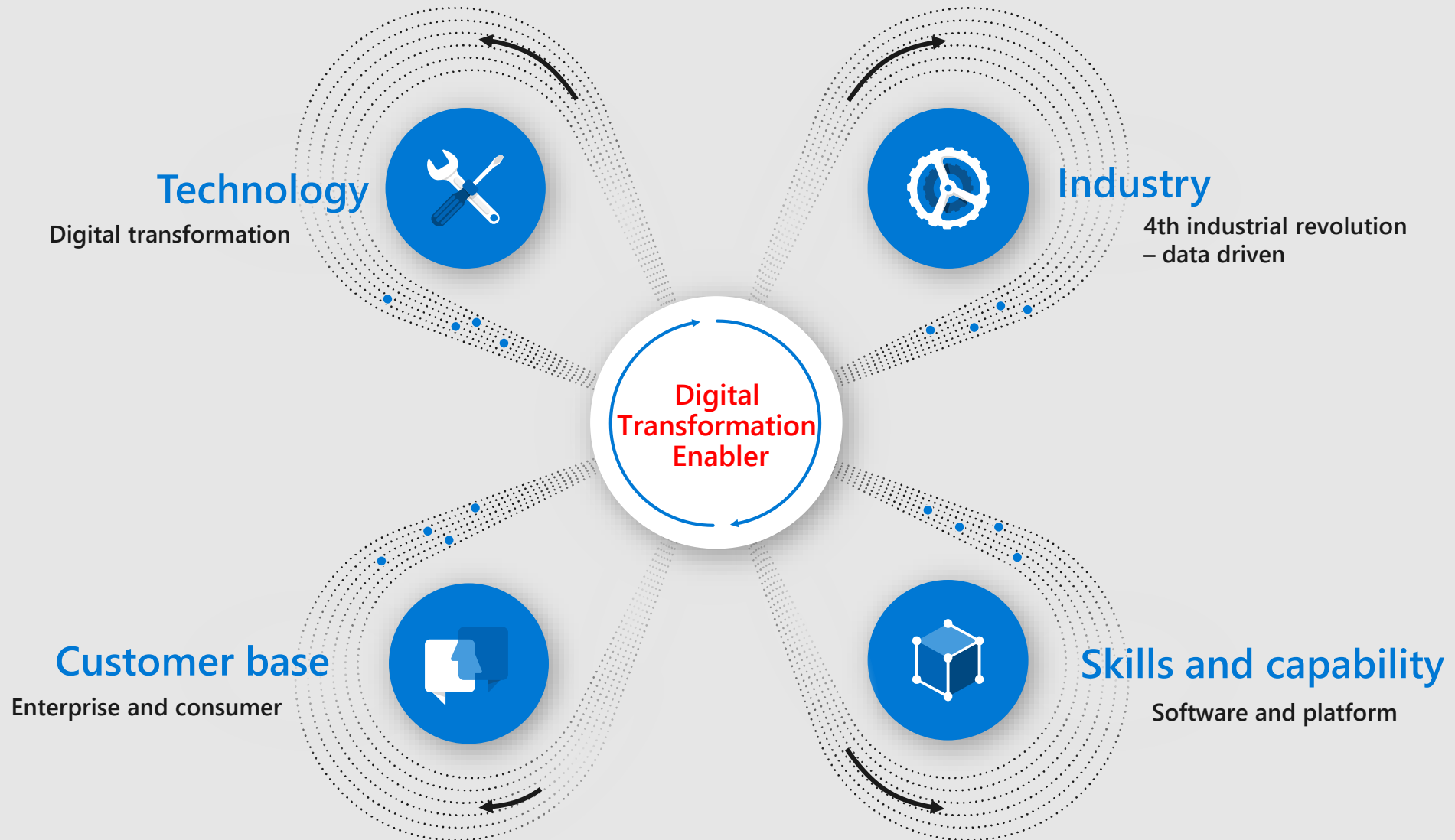
Artificial Intelligence

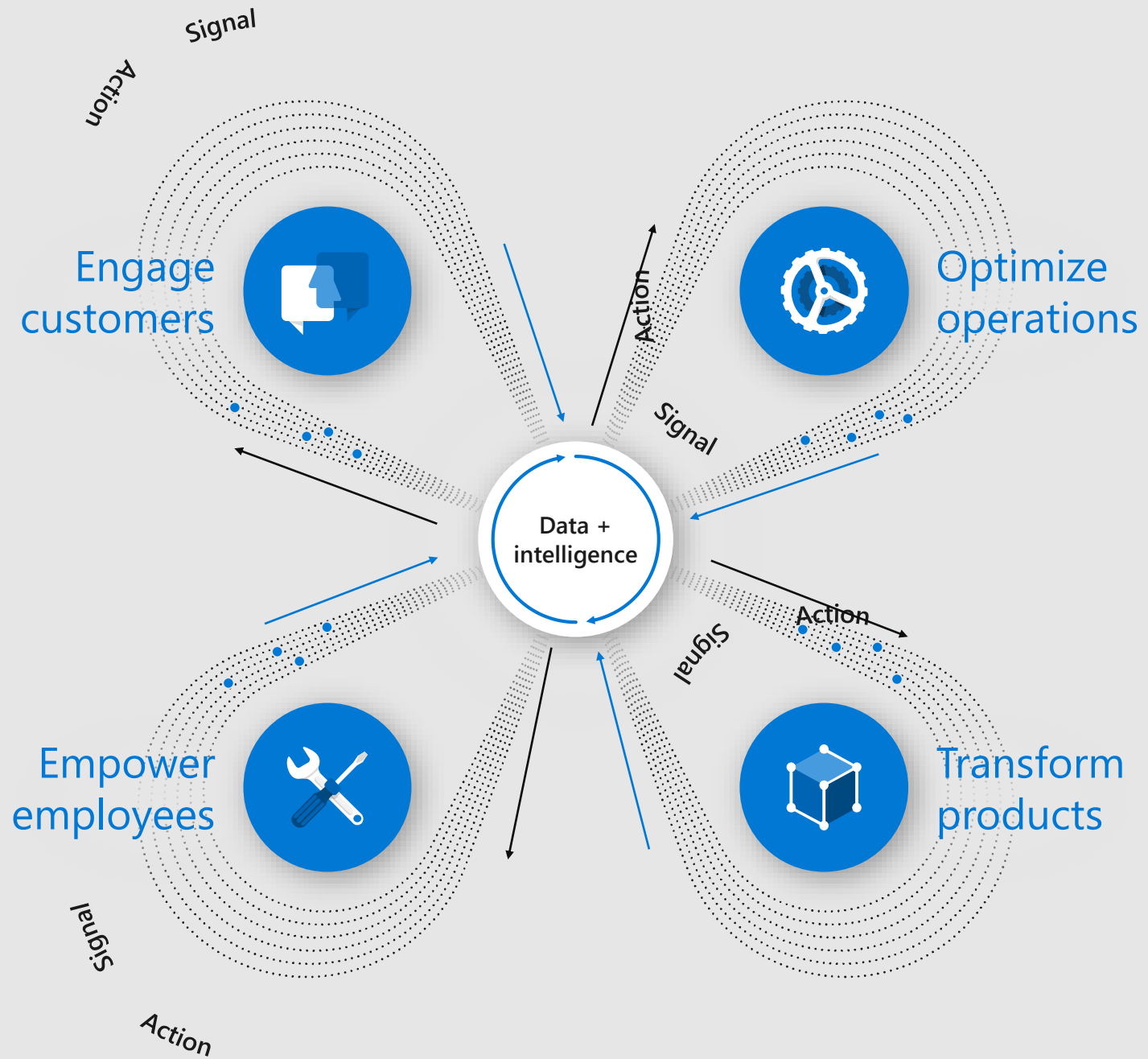


Multi-sense, multi-device experiences



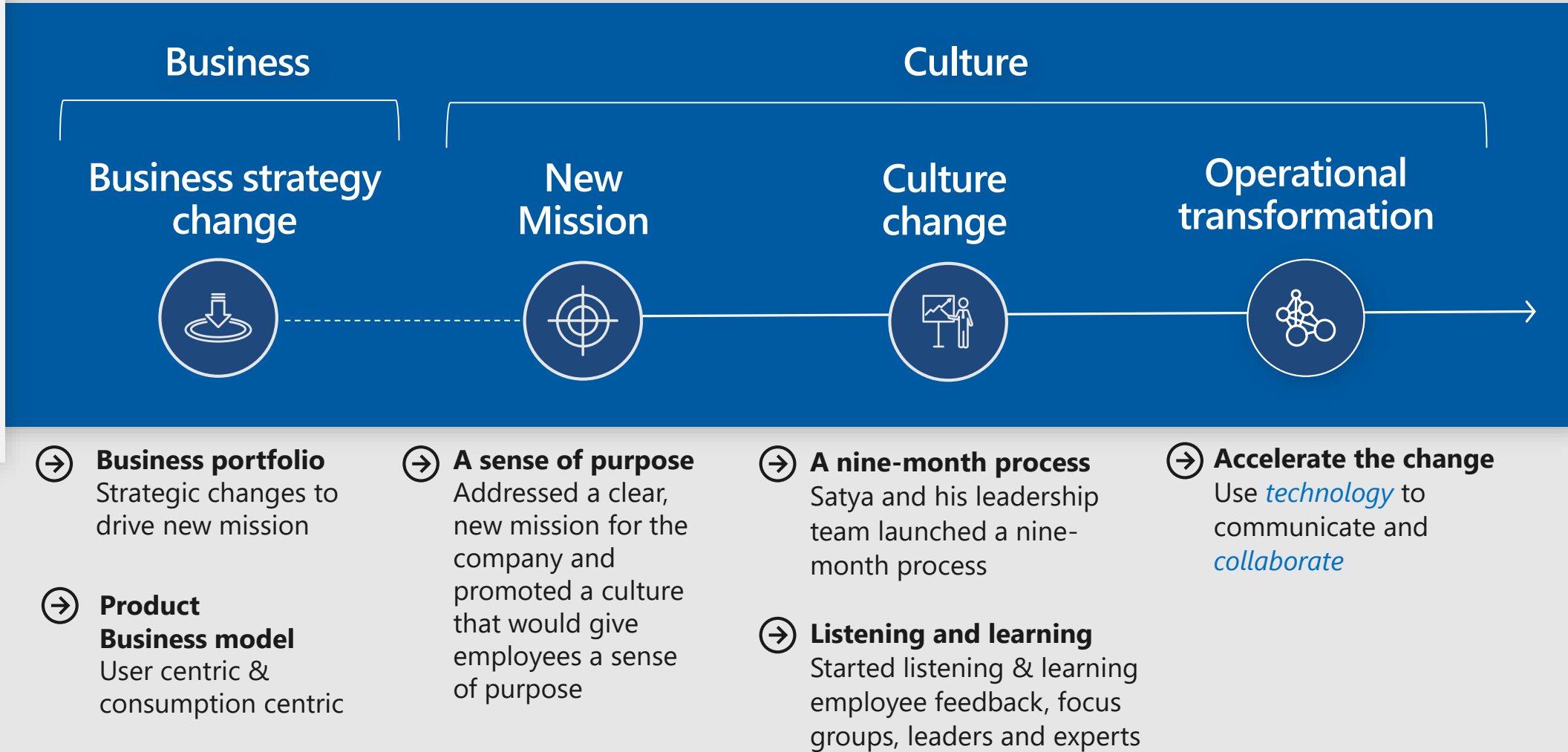
Focus on what we can do best under new world,
not focus on our traditional mainstream business





Transformation agenda

Transformation journey



Digital Transformation



Modern
workplace



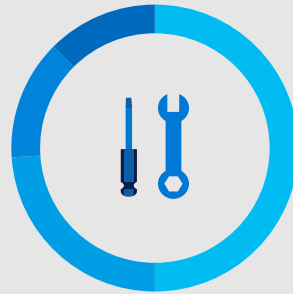
Business
applications



Applications &
infrastructure



Data & AI



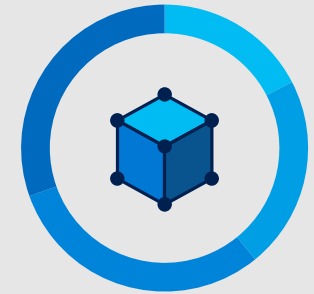
Empower
employees



Engage
customers

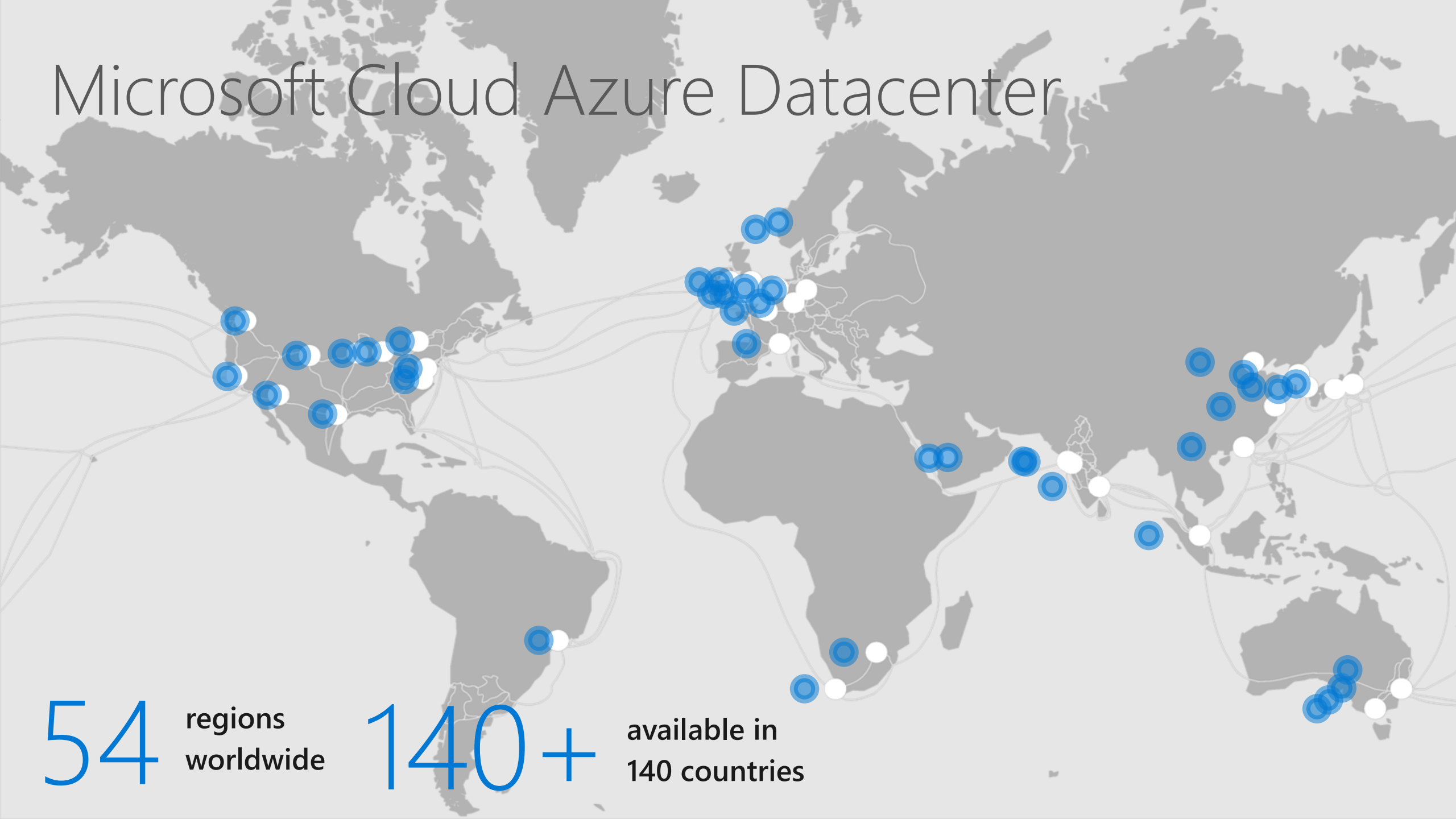


Optimize
operations



Transform
products

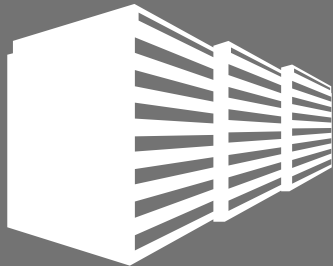
Microsoft Cloud Azure Datacenter



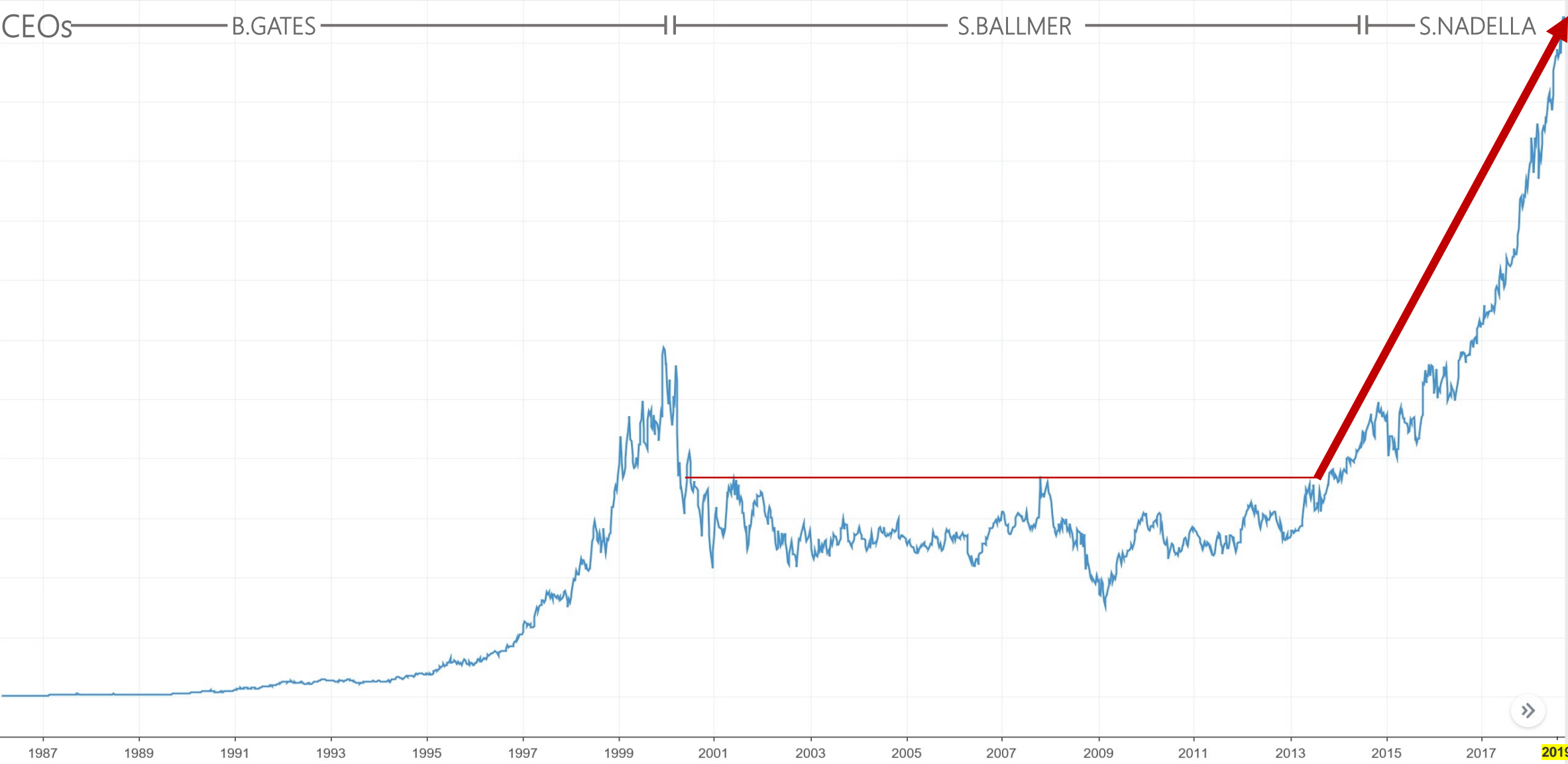
54 regions
worldwide

140+ available in
140 countries

Successful Acquisitions



Microsoft Stock Price





Top 5 market capitalization (2019)



August 12, 2019

Microsoft company strategy

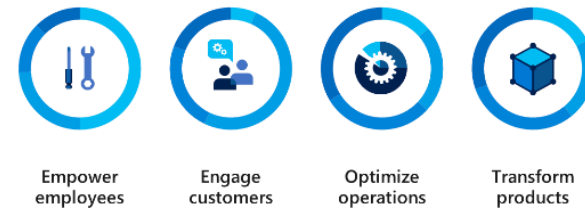
Mission

Empower every person and every organization on the planet to achieve more

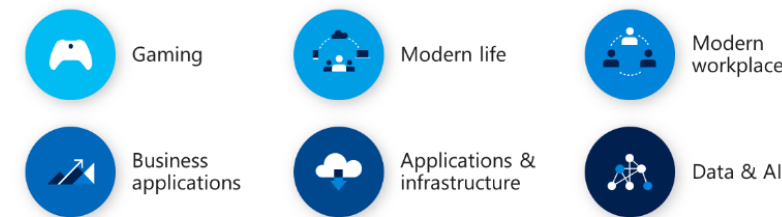
Worldview

Intelligent cloud, intelligent edge

Digital Transformation

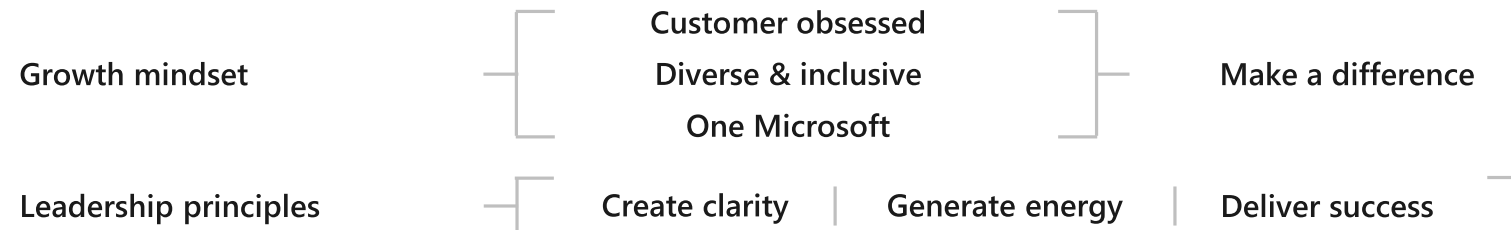


Solution Areas



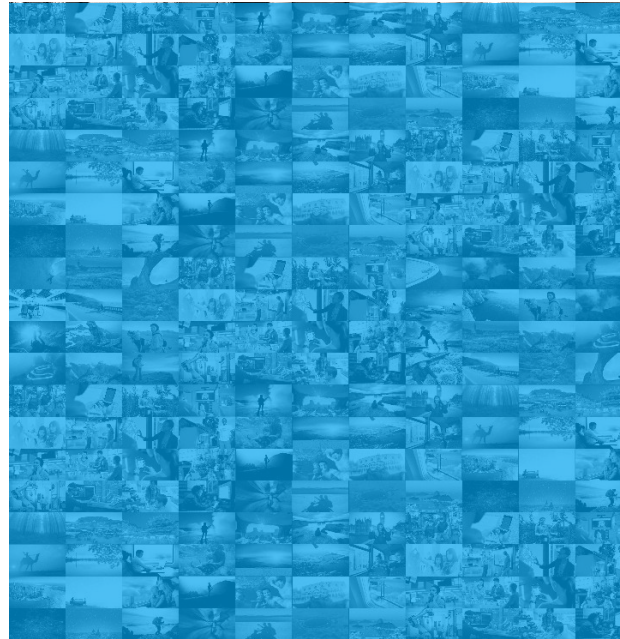
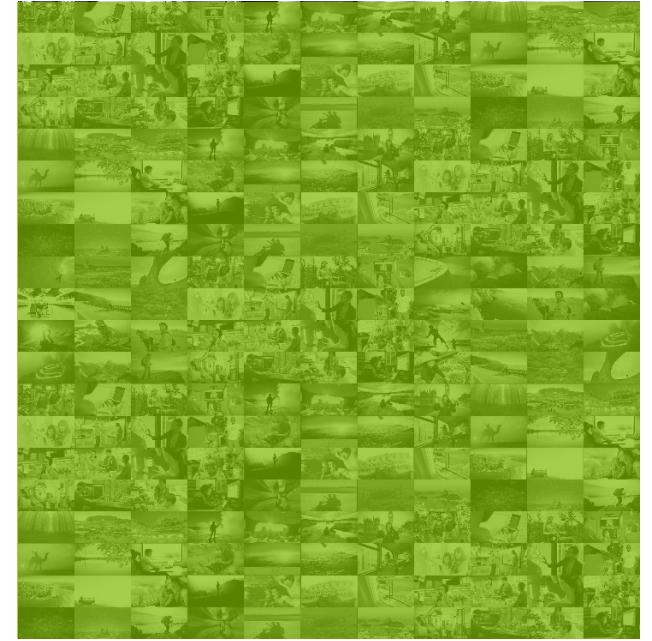
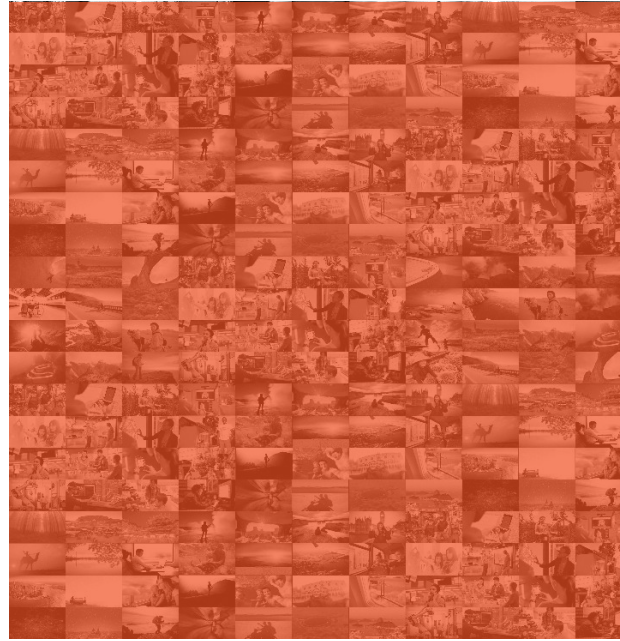
> **Empowered Experiences**

Culture



Microsoft's mission

Empower every person and
every organization on the
planet to achieve more



Thank you