

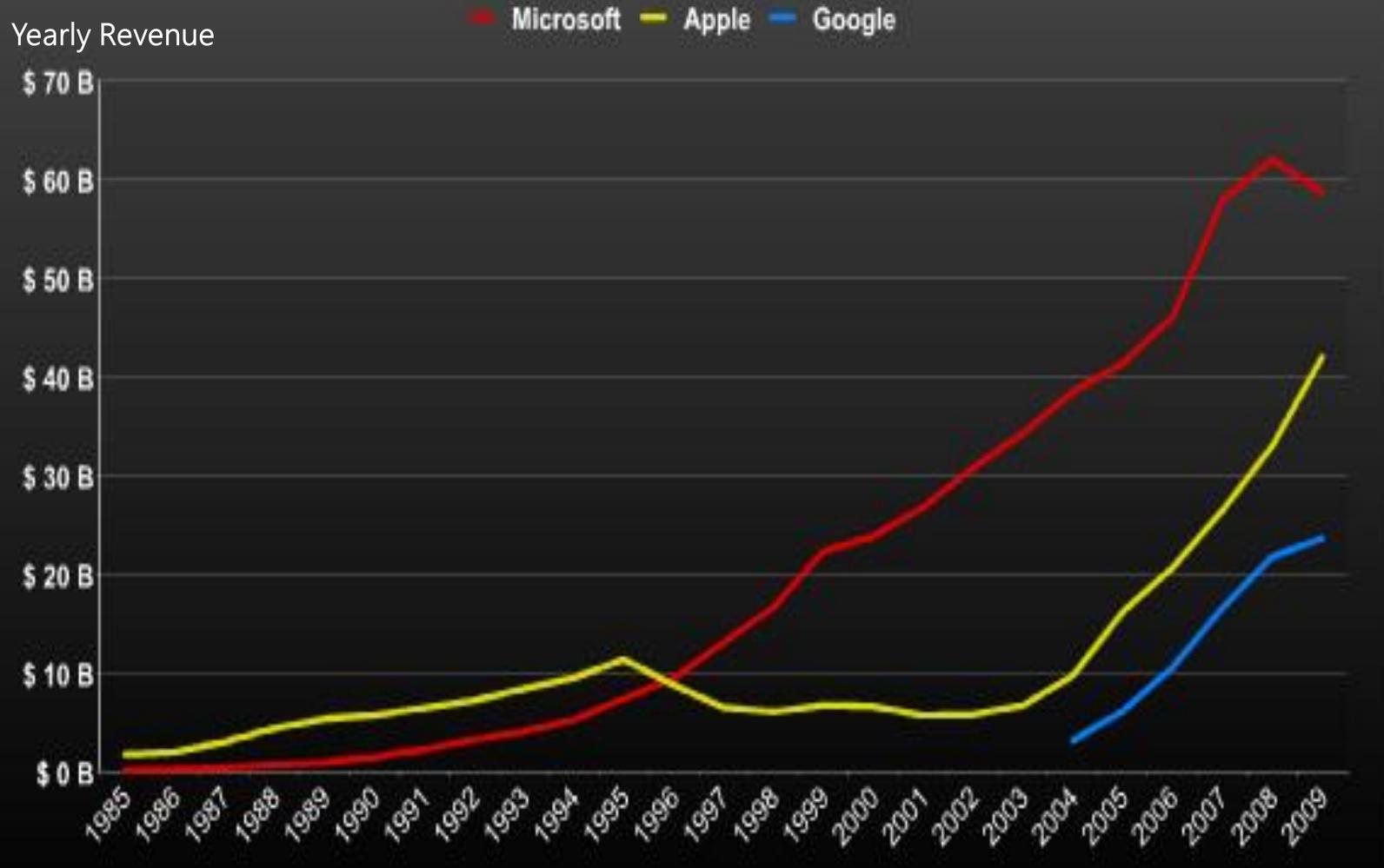


The Transformation Journey @ Microsoft

A PC on Every Desk and in Every Home

Bill Gates, 1975



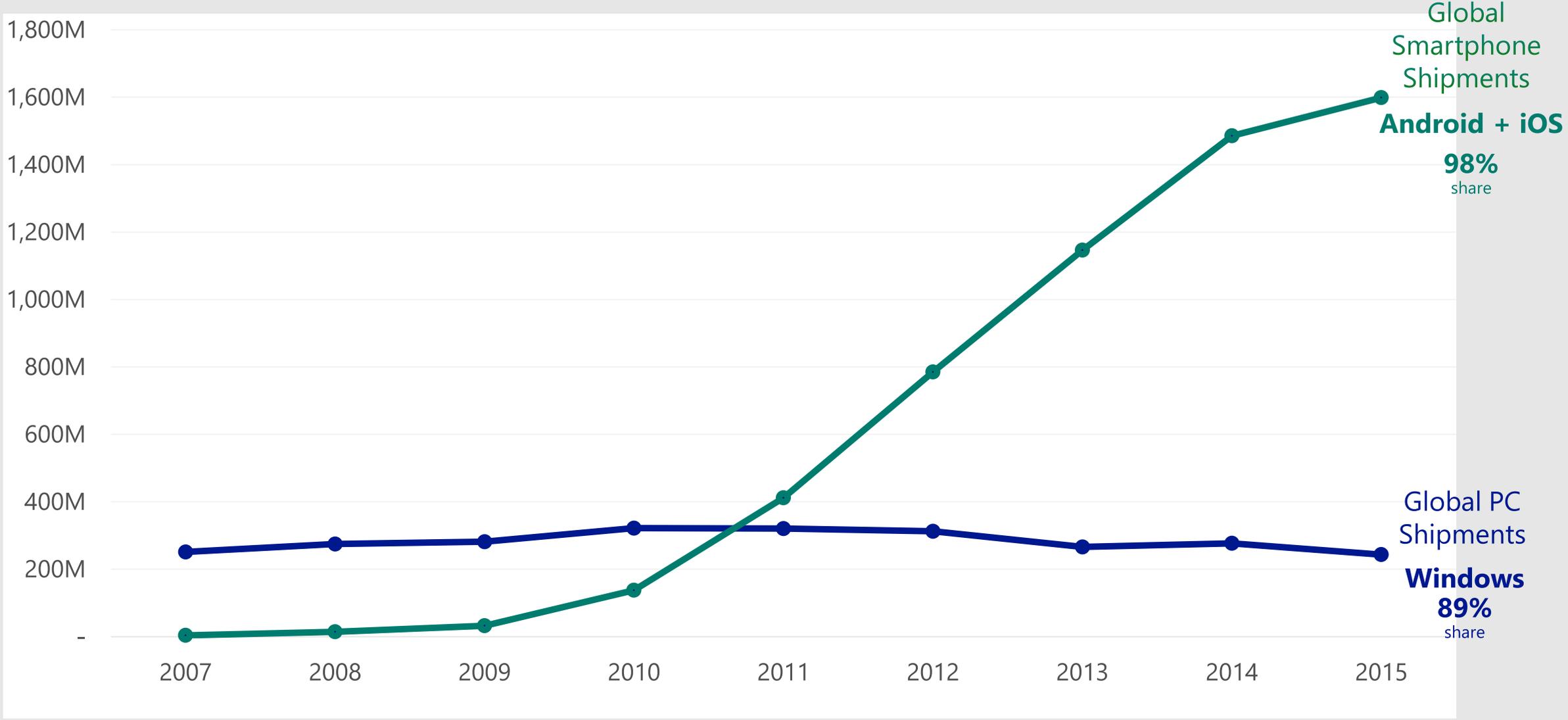


Data Source: WolframAlpha

Top of the Game

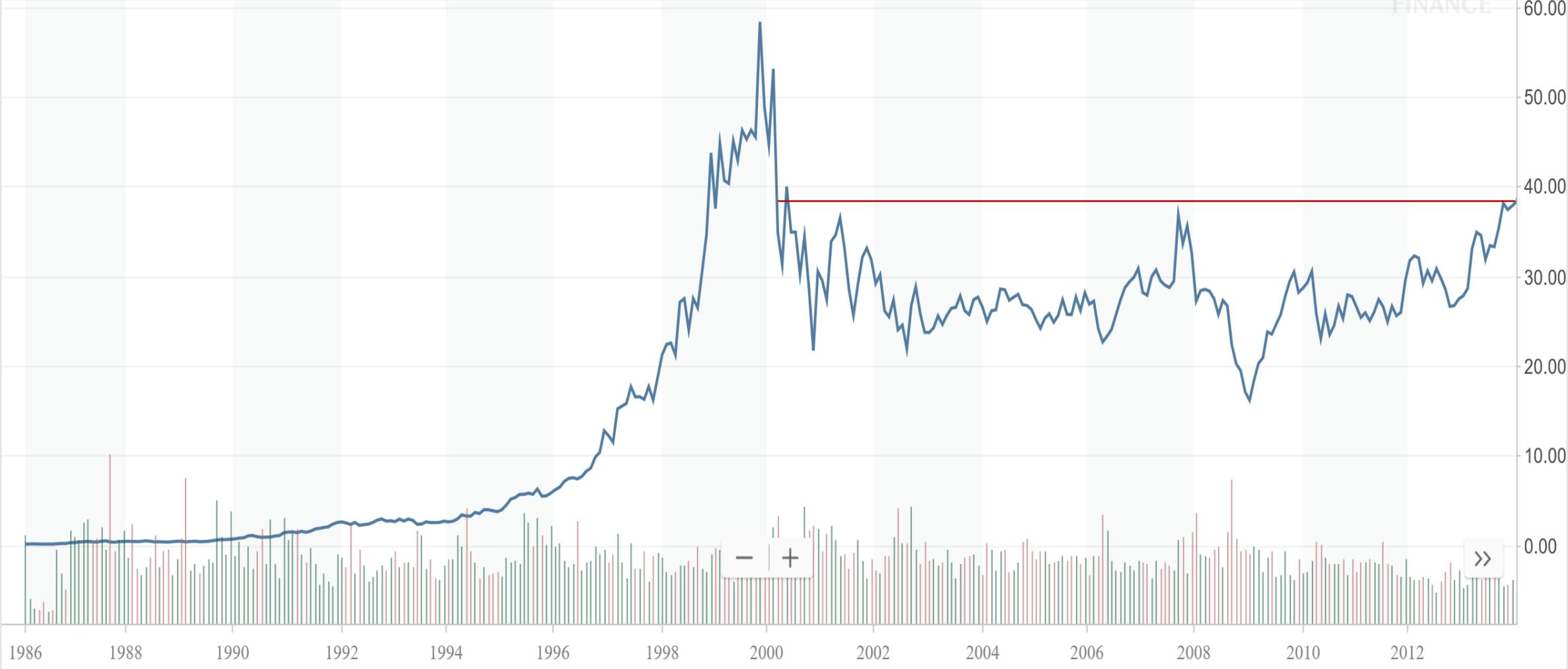
In 2004, Microsoft's revenues were 4-times more than that of Apple

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+

Steam engine patent
(증기기관 특허)

Commercial generator
(상업용 직류발전기)

First Internet ARPANET
(인터넷 시초)



Engine Efficiency

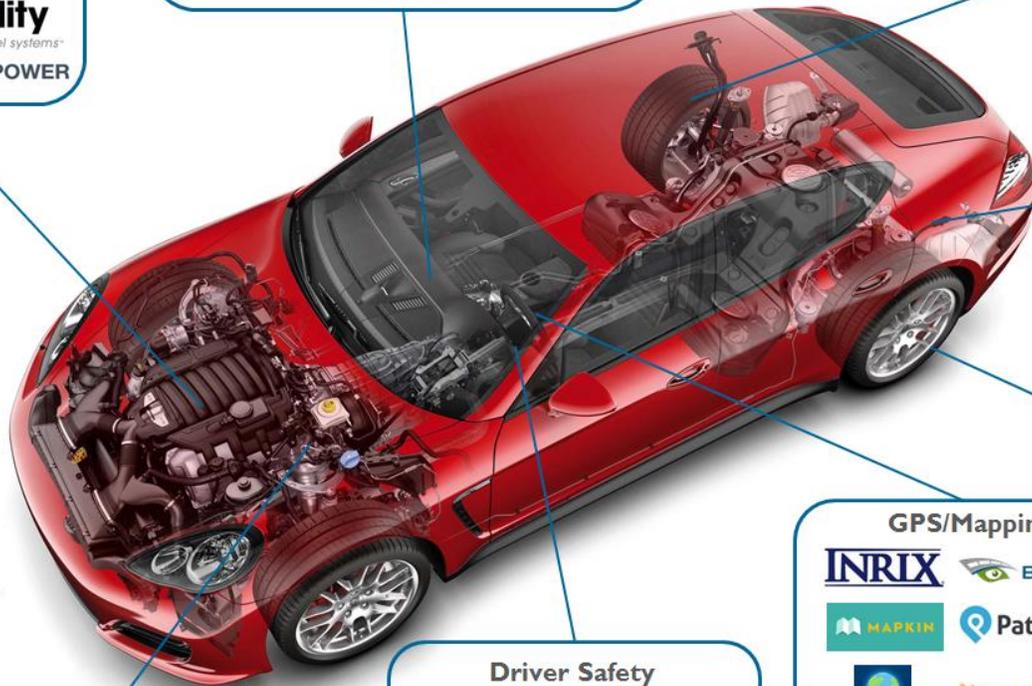
ePOWER
ACAT global
Pinnacle Engines
Em
YAN ENGINES
SCUDERI ENGINE
Agility
achatesPOWER

Connected Car

dash
REMOTO
Airbiquity
metromile
AutoBot
TRUVOLO
cariq
Automile
AUTOMATIC
Zobie
MOJIO

**Car Automation/
V2V Communication**

RoboCV
TTTech
Veniam
CRUISE
Autotalks
ZMP
Robot of Everything
CohdaWireless



Auto Repair

CARZ
YourMechanic
FAYETTE FABRICATION
ClickMechanic
HONK
openbay
auto butler.dk
URGENTLY
REPAIR PAL

Tires

LDL TECHNOLOGY
Aperia TECHNOLOGIES
DMACK

GPS/Mapping

INRIX
BirdsEye
MAPKIN
PathSense
navmii
MapmyIndia

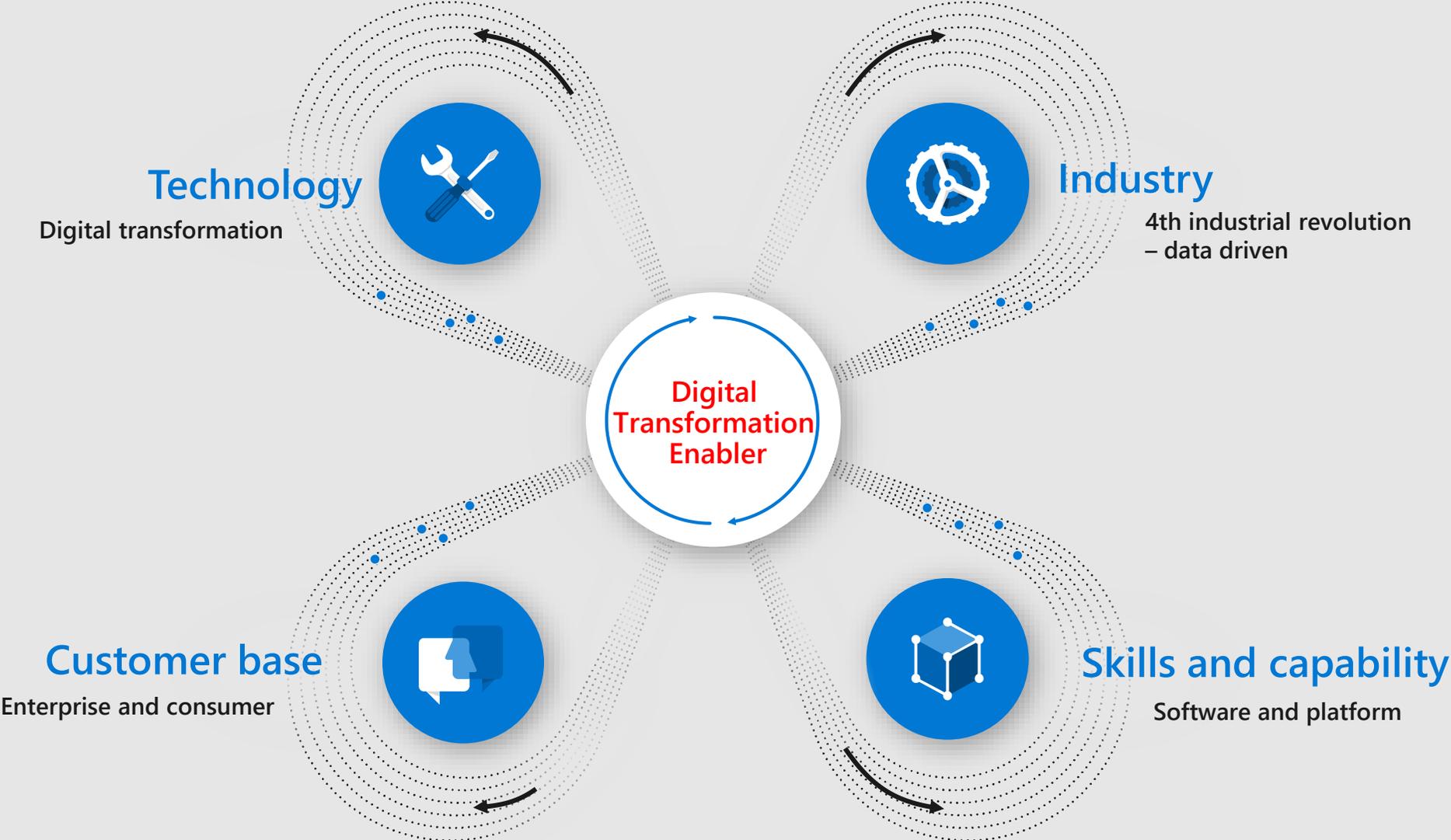
Driver Safety

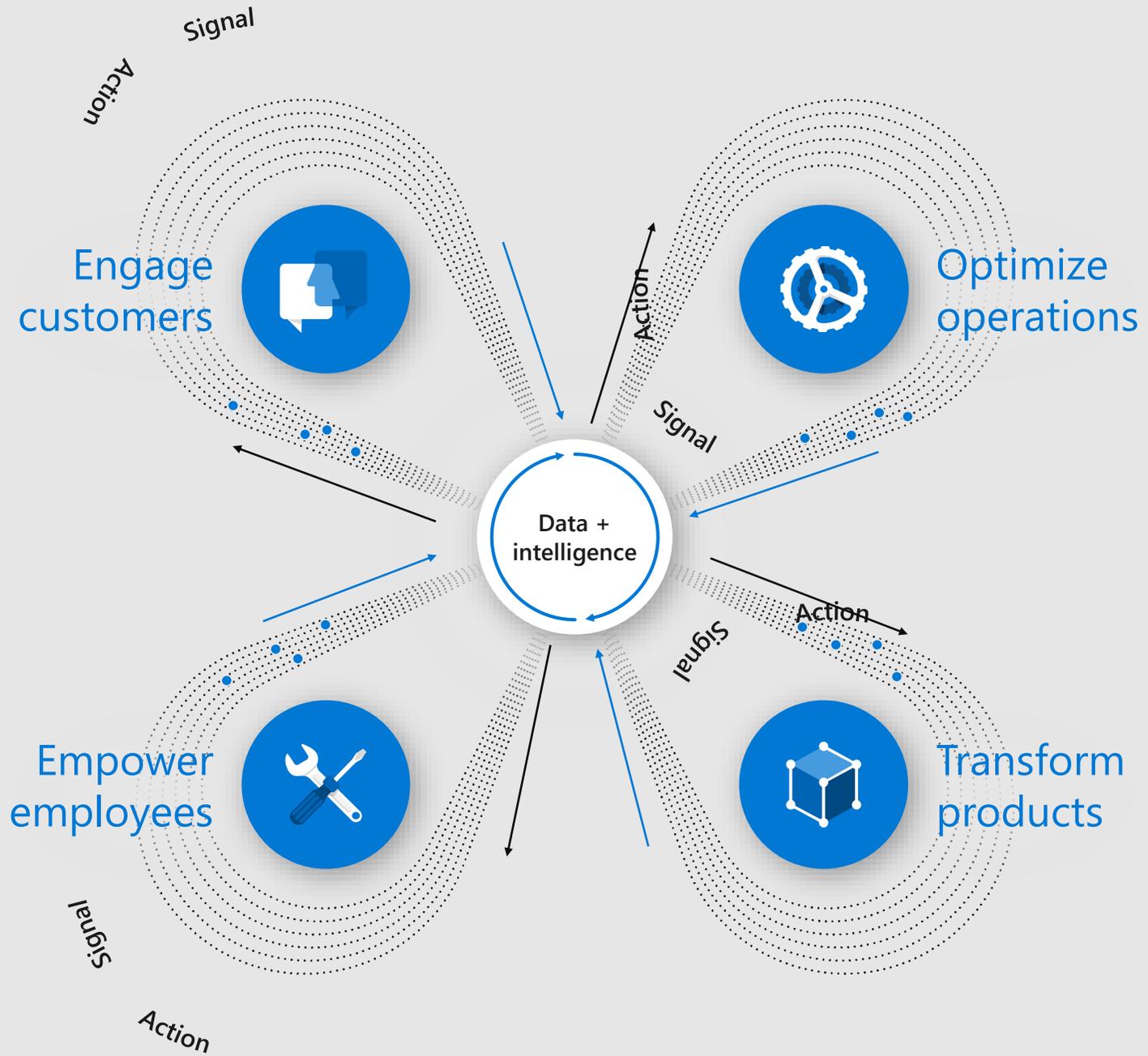
Zendrive
navdy
HeadsUP!
SMARTDRIVE
lytx
CellyDRIVE

Battery Storage

Boston POWER
SEEO
SAKTIB3
QuantumScape
envia
amprius

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





Transformation agenda

Transformation
journey

Business

Business strategy
change



- ➔ **Business portfolio**
Strategic changes to drive new mission
- ➔ **Product Business model**
User centric & consumption centric

New
Mission



- ➔ **A sense of purpose**
Addressed a clear, new mission for the company and promoted a culture that would give employees a sense of purpose

Culture

Culture
change



- ➔ **A nine-month process**
Satya and his leadership team launched a nine-month process
- ➔ **Listening and learning**
Started listening & learning employee feedback, focus groups, leaders and experts

Operational
transformation



- ➔ **Accelerate the change**
Use *technology* to communicate and *collaborate*

Digital Transformation



Modern workplace



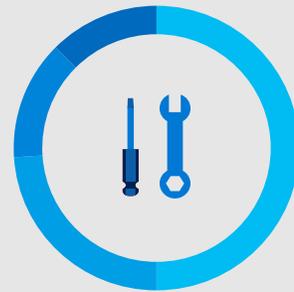
Business applications



Applications & infrastructure



Data & AI



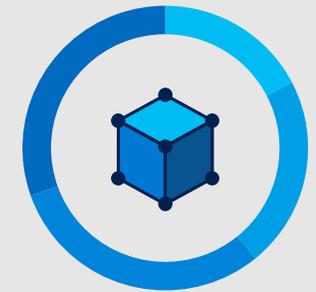
Empower employees



Engage customers

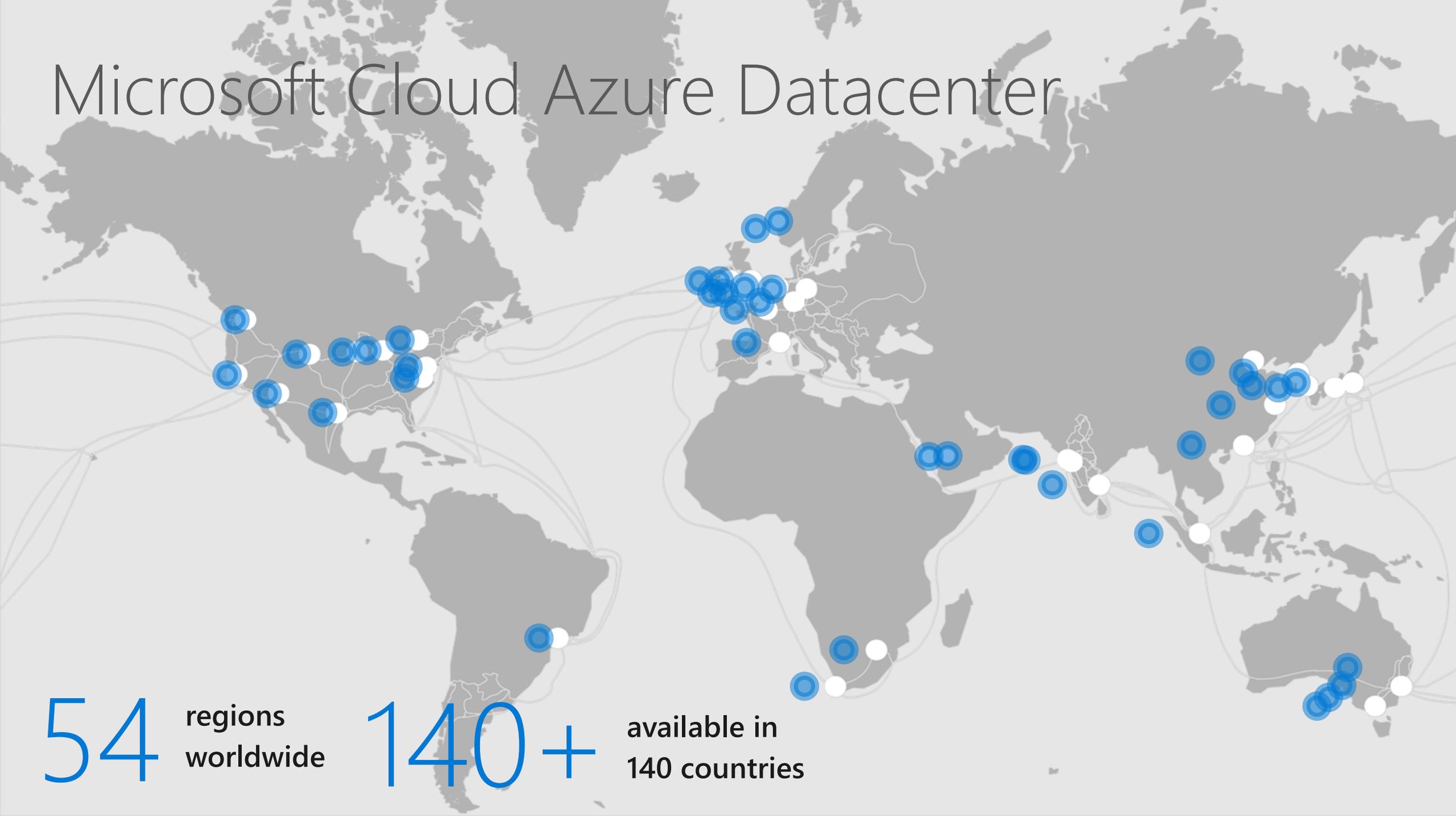


Optimize operations



Transform products

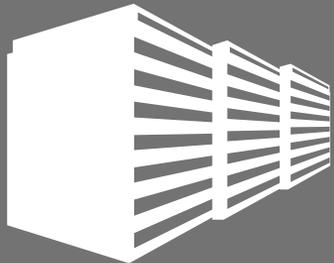
Microsoft Cloud Azure Datacenter



54 regions
worldwide

140+ available in
140 countries

Successful Acquisitions



MINECRAFT



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

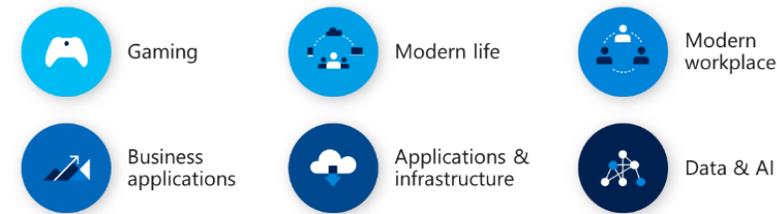
Worldview

Intelligent cloud, intelligent edge

Digital Transformation

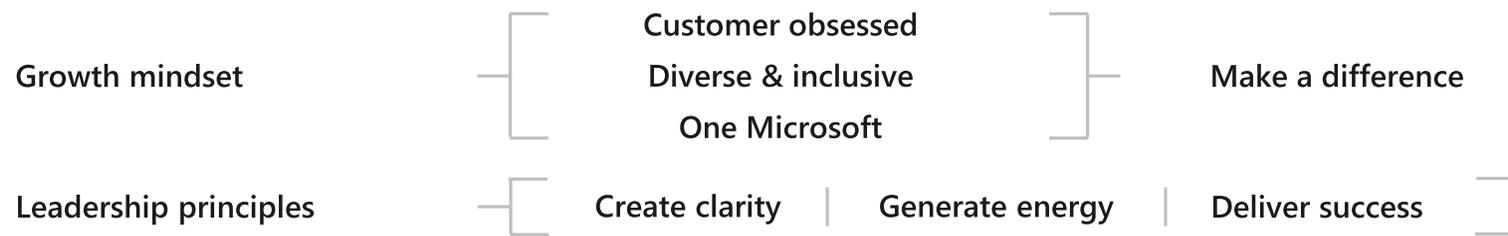


Solution Areas



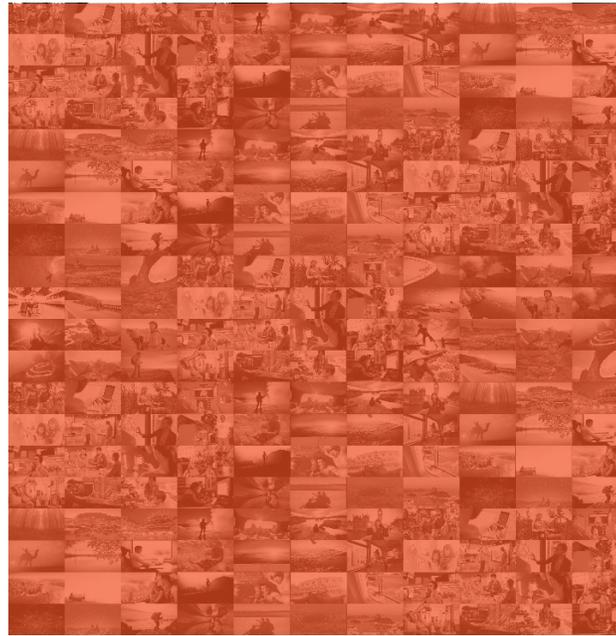
➤ Empowered Experiences

Culture



Microsoft's mission

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



A scenic landscape at dusk or dawn. The sun is low on the horizon, casting a warm glow over a range of mountains. In the foreground, a winding road curves through a forested hillside. The road is illuminated by light trails from vehicles, creating a bright, glowing path. The sky is a mix of deep blue and orange, with some stars visible in the upper right. The overall mood is peaceful and serene.

Thank you