



# Business Applications

Empowering today's workforce to  
respond to the digital imperative

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Climate Change

Energy

COVID

Inflation

Supply Chain

Geopolitical Uncertainty





Optimism



Microsoft  
Cloud for  
Financial  
Services



Microsoft  
Cloud for  
Healthcare



Microsoft  
Cloud for  
Manufacturing



Microsoft  
Cloud for  
Nonprofit



Microsoft  
Cloud for  
Retail



Microsoft Cloud  
for Sustainability

## Microsoft Cloud



Modern Work



Digital & App  
Innovation



Business  
Applications



Data & AI



Infrastructure



Security



Gaming



Search, Ads, News



Modern Life



Professional Social  
Network

# Dynamic 365 Platform

Innovate everywhere with intelligent business applications



Supply Chain  
Management



Finance



Marketing



Sales



Customer Service



Power BI



Power Apps



Power Automate

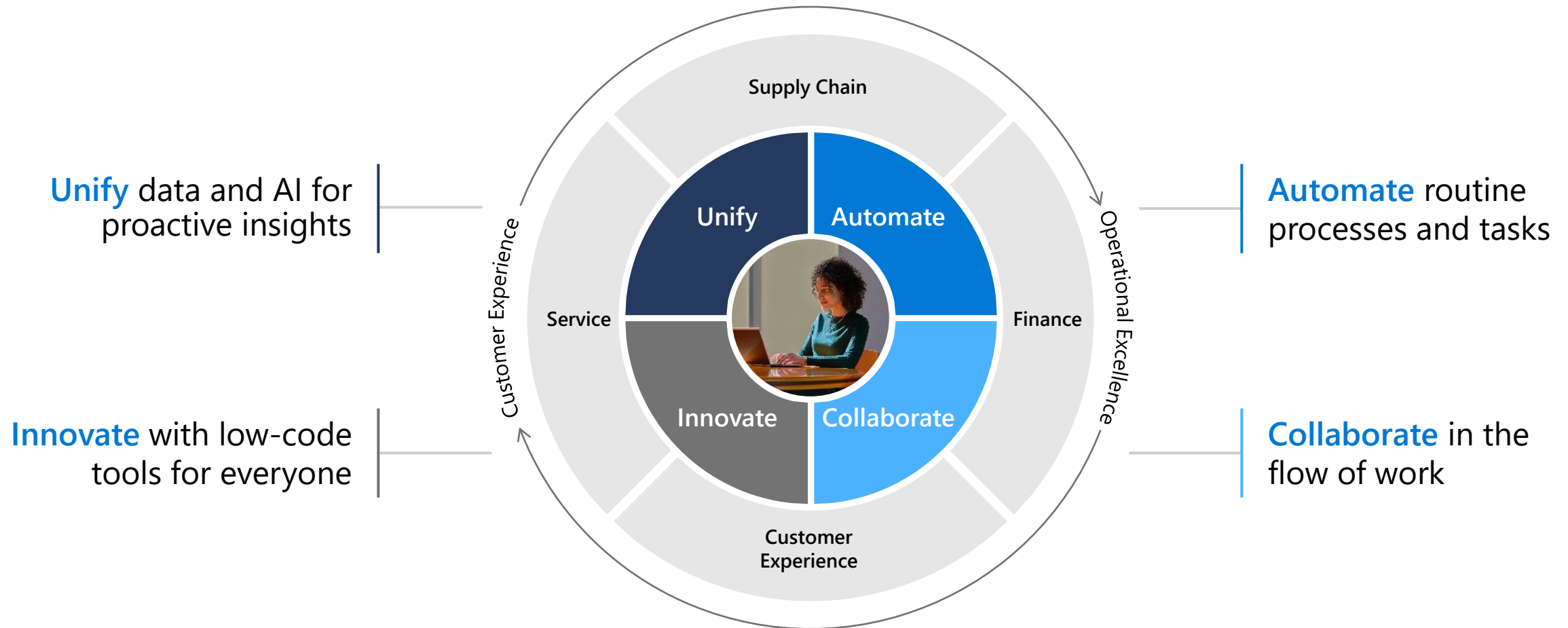


Power Virtual Agents



Power Pages

# Microsoft empowers every employee to be a catalyst for impact across an organization.





# Bring unprecedented visibility into the business.



**Fewer than 50%**  
of business leaders are  
satisfied with current access  
to data and insights.

## Challenges

Uninformed decisions

Missed signals

Limited visibility

## AI-powered insights and guidance

Customer Experience	Service	Supply Chain	Finance
Accelerate sales with predictive forecasting and relationship intelligence	Analyze conversation content and sentiment	Identify supply and resource constraints	Intelligently predict cash flow

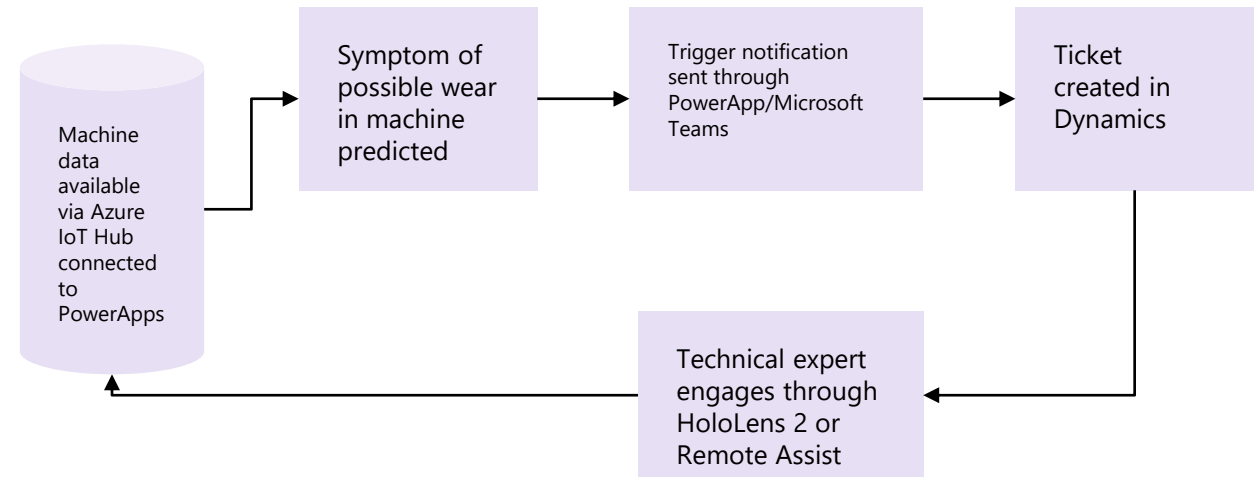
*Conversation intelligence | Sentiment analysis | AI-enriched forecasting | Predictive pipeline intelligence*

# Machines can speak, let's listen to them



As long as they run, the rest moves in the factory. If they fail, companies lose valuable time, money and resources

## Predictive maintenance model



**BOSCH**

*Making production reliable and sustainable*



# Empower employees to automate time-consuming tasks



**An average of 89%**  
of leaders and employees  
agree that automation  
focuses their time on what  
matters.

## Challenges

Data entry and reporting errors
Vulnerable Manual processes
Slow approvals

## Automated tasks and processes

Customer Experience	Service	Supply Chain	Finance
Automatically capture customer data and receive selling insights	Free up time for complex issues with intelligent virtual agents	Automate inventory replenishment and order fulfillment	Automatically process invoices and manage collections
Automated insights   Conversational bots   Supply chain automation   Automated invoice processing			

# Maximize your savings with RPA / Automation



Brown Forman (the maker of Jack Daniel's whiskey) not only improved employee satisfaction but saved nearly **3600 hours in the first 7 months** of their Power Automate solution.

[Read the full story](#)



T-Mobile saved **600 FTE hours**, reduced average processing times 12x and increased efficiency 11x all whilst **reducing data entry errors from 7% to 0%** with Power Automate RPA during their integration process following their Sprint acquisition.

[Read the full story](#)



Komatsu used Power Automate RPA to **save 300 hours a year** in invoicing through one supplier alone and are now expanding to cover all suppliers.

[Read the full story](#)

# Bring together people, data, and processes from across the business



Collaborate



**84% of leaders and employees** agree that collaboration tools need to better align with the way people need to work.

## Challenges

Siloed teams, insights, and knowledge

Slow, reactive responses to critical issues

Limited cross-functional collaboration

## Collaboration in the flow of work

Customer Experience	Service	Supply Chain	Finance
Close deals faster by collaborating with global account teams	Swarm on customer issues with AI-matched experts	Rapidly coordinate team activities across the supply chain	Streamline orders and payments across departments

*Embedded Teams chat | Link chats to records | AI-suggested contacts | Automated call transcripts*

# Collaborate in the moment

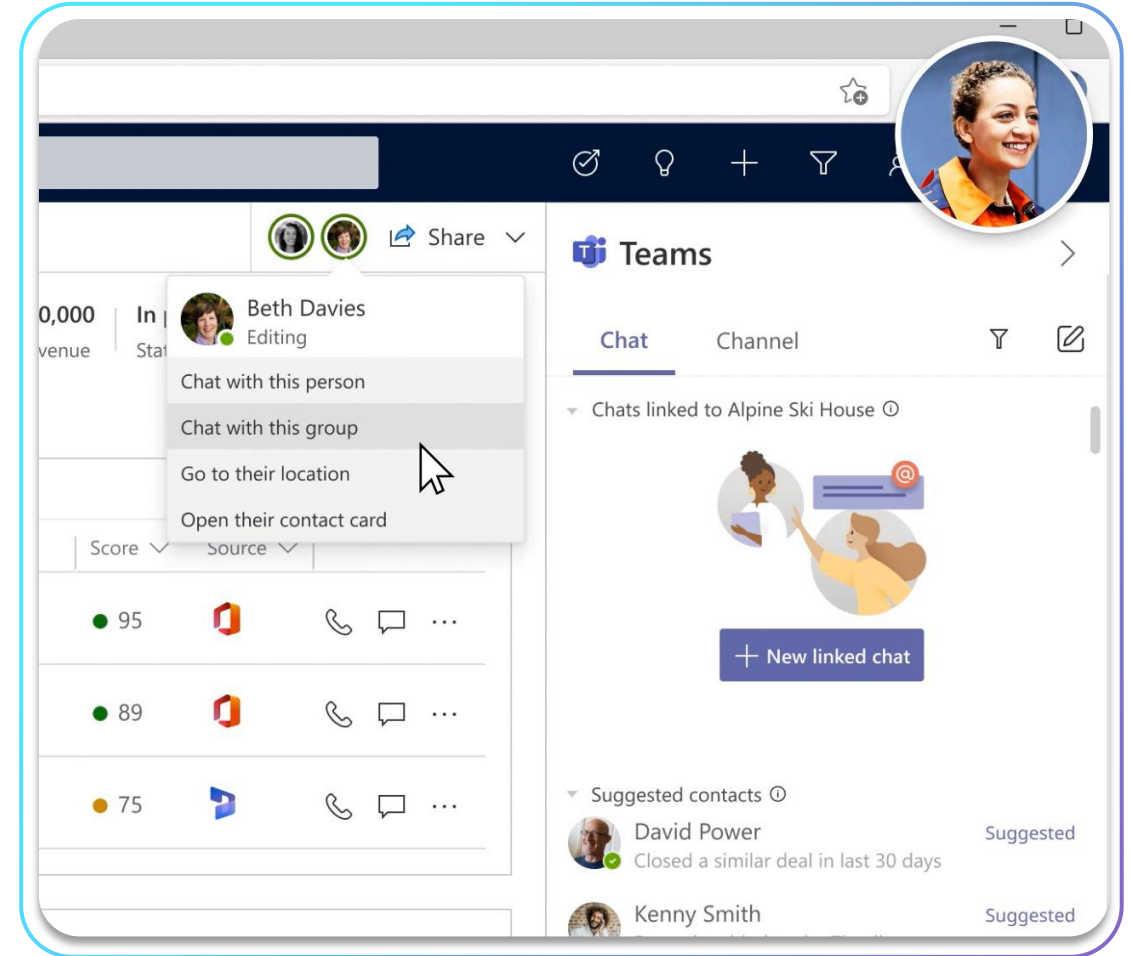
Initiate a one-on-one or group chat, call or meeting to work together on service cases, orders, opportunities, and more.



Teams



Dynamics 365



# Enable everyone with the power to innovate



Innovate



82% of leaders want more organization-wide access to low-code/no-code tools

## Challenges

Time & resource constraints

Tech skills gap

Evolving workforce expectations

## Low-code solutions for everyone

Customer Experience	Service	Supply Chain	Finance
Create a micro-site for a marketing campaign	Create no-code virtual chatbots with interactive voice response	Equip frontline workers with mobile access to information and updates	Automate manual tasks, like purchase orders and payment processing
low-code website & app development   Intelligent virtual agents   automate organizational processes			



# Surging digital demand

750M

Apps will be created in the next five years, which is more than the last forty years combined

> 85%

Of organizations struggle to analyze unstructured data

50%

Of digital work activities can be automated with current technology

Sources: DORA, Black Duck, ISC, IDC, Forrester, AppAnnie, Microsoft, IDG: Big Data Survey 2017, McKinsey



# Build business solutions in weeks, not months

**“Citizen Developer” self-service approach**  
Solutions built by any user in the organization.

About 80% of solutions



Personal or team  
productivity



Simple business  
use cases



Complex processes  
and data structure



Mission critical  
use cases



Organization  
wide initiatives

Number of users

Level of complexity

100+ Solutions per year in large organizations

CITIZEN DEVELOPERS

IT ADMINS

SUPERUSERS, COE AND PARTNERS

PRO DEVELOPERS

# Oslo Agency for Health transforms healthcare services with Microsoft Power Platform

The Oslo Agency for Health is the organization responsible for providing digital services to the city's healthcare sector. Active across the capital's 15 precincts, the agency uses Microsoft technology as the foundation of its services. So when the pandemic hit in 2020, Oslo's care teams had everything they needed to put in place effective and simple solutions to weather the crisis. Using Microsoft Power Platform, the Oslo Agency for Health managed to do just that – developing new solutions for contact tracing and vaccinations in a matter of days. Low-code technology has since helped the agency create 25 apps, bringing much-needed support and relief to the capital's entire healthcare network.

## Products and services

- Microsoft Power Apps
- Microsoft Power BI
- Microsoft Dataverse
- Microsoft Azure Functions
- Microsoft Azure SQL Database

## Business priority

- Business Applications

## Industry

- Healthcare

## Organization size

- Corporate  
(10,000+ employees)

## Country

- Norway



“For so many years, the use of our apps was limited by long waiting and rollout times. With this model, we’re finally free to test assumptions, try out and develop our own solutions, in a much more agile and dynamic way.”

Ottar Wiklund,  
Product Manager at the Oslo Agency for Health


[GO TO THE STORY ►](#)






# Digital Transformation enabled by Low Code/ No Code


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Low-code technology has since helped the agency create 25 apps, bringing much-needed support and relief to the capital's entire healthcare network.



Employees creating low-code solutions to accelerate business transformation saving over 1500 hours of manual data processing



Combining robust governance and meaningful enablement to accelerate digital transformation and streamline operations



Streamlining digital systems for greater operational and cost efficiencies on the journey to Net Zero



# ZF Group streamlines manufacturing processes with Power Platform

More than 50 solutions in the production division

1,500+ hours saved per year in manual data processing time

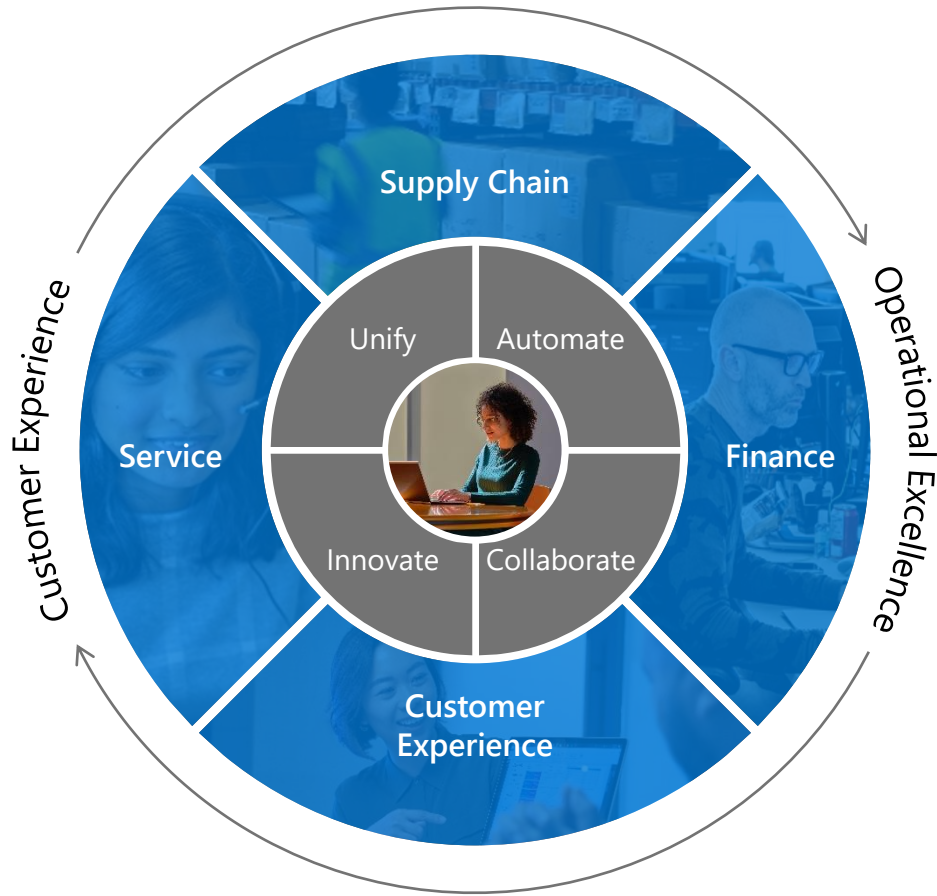
Bi-weekly solution build rate



[Read full story](#)



# Empower every employee to be a catalyst for impact

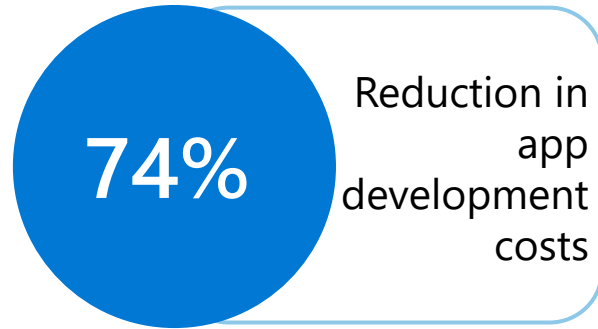


Operational excellence

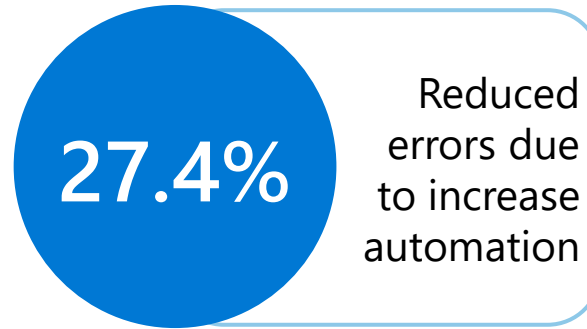
Exceptional customer experiences

Culture of growth and agility

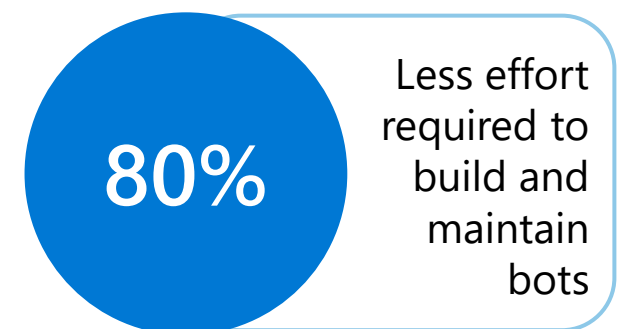
# Proven value in real world business scenarios



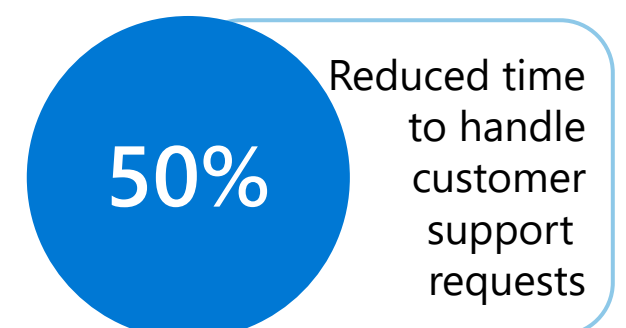
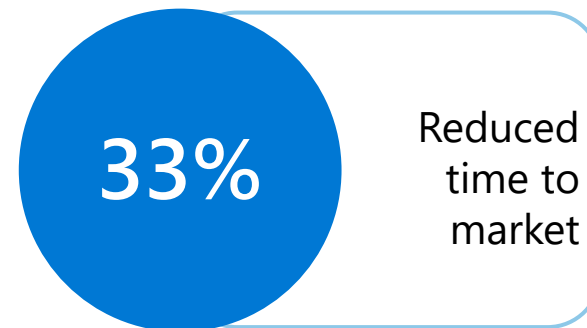
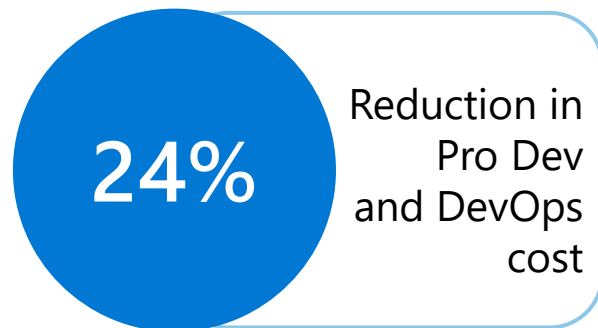
**Reduce development costs**



**Improve customer experience**



**Meet business demands faster**





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Cloud for  
Financial  
Services



Microsoft  
Cloud for  
Healthcare



Microsoft  
Cloud for  
Manufacturing



Microsoft  
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Microsoft Cloud  
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Modern Work



Digital & App  
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Business  
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Data & AI



Infrastructure



Security



Gaming



Search, Ads, News



Modern Life



Professional Social  
Network



Thank you and let's  
connect!



**Rob Nehrbas**

Business Applications and Industry Lead -  
Western Europe | Helping companies envisi...



Thank you!



# Sustainability presents market opportunities

**\$60B**

Energy optimization  
opportunity<sup>1</sup>

**40%**

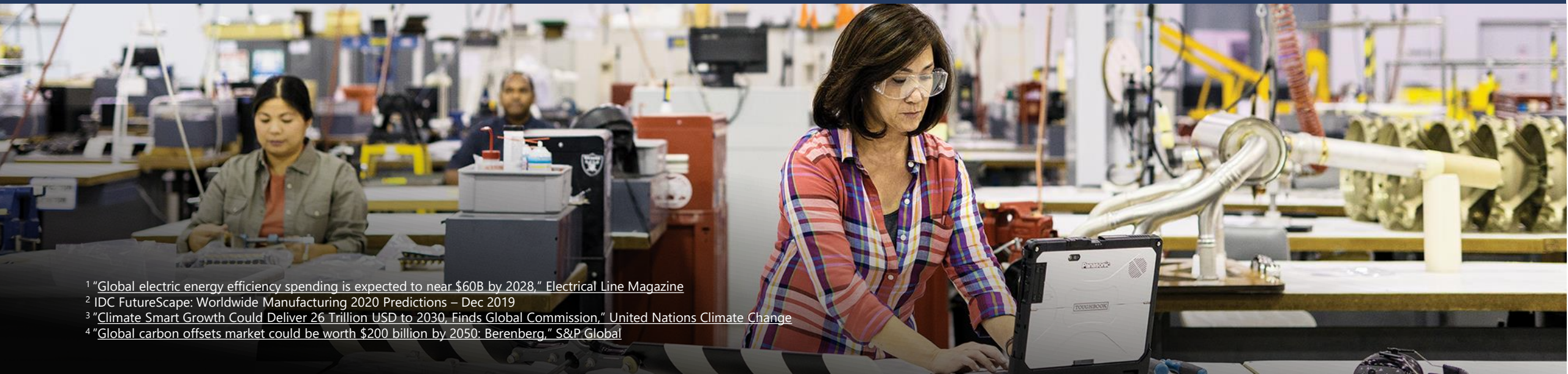
Reduction in  
downtime<sup>2</sup>

**\$26T**

Economic  
benefits<sup>3</sup>

**\$200B**

Carbon offsets  
market valuation<sup>4</sup>



<sup>1</sup> "Global electric energy efficiency spending is expected to near \$60B by 2028," Electrical Line Magazine

<sup>2</sup> IDC FutureScape: Worldwide Manufacturing 2020 Predictions – Dec 2019

<sup>3</sup> "Climate Smart Growth Could Deliver 26 Trillion USD to 2030, Finds Global Commission," United Nations Climate Change

<sup>4</sup> "Global carbon offsets market could be worth \$200 billion by 2050: Berenberg," S&P Global



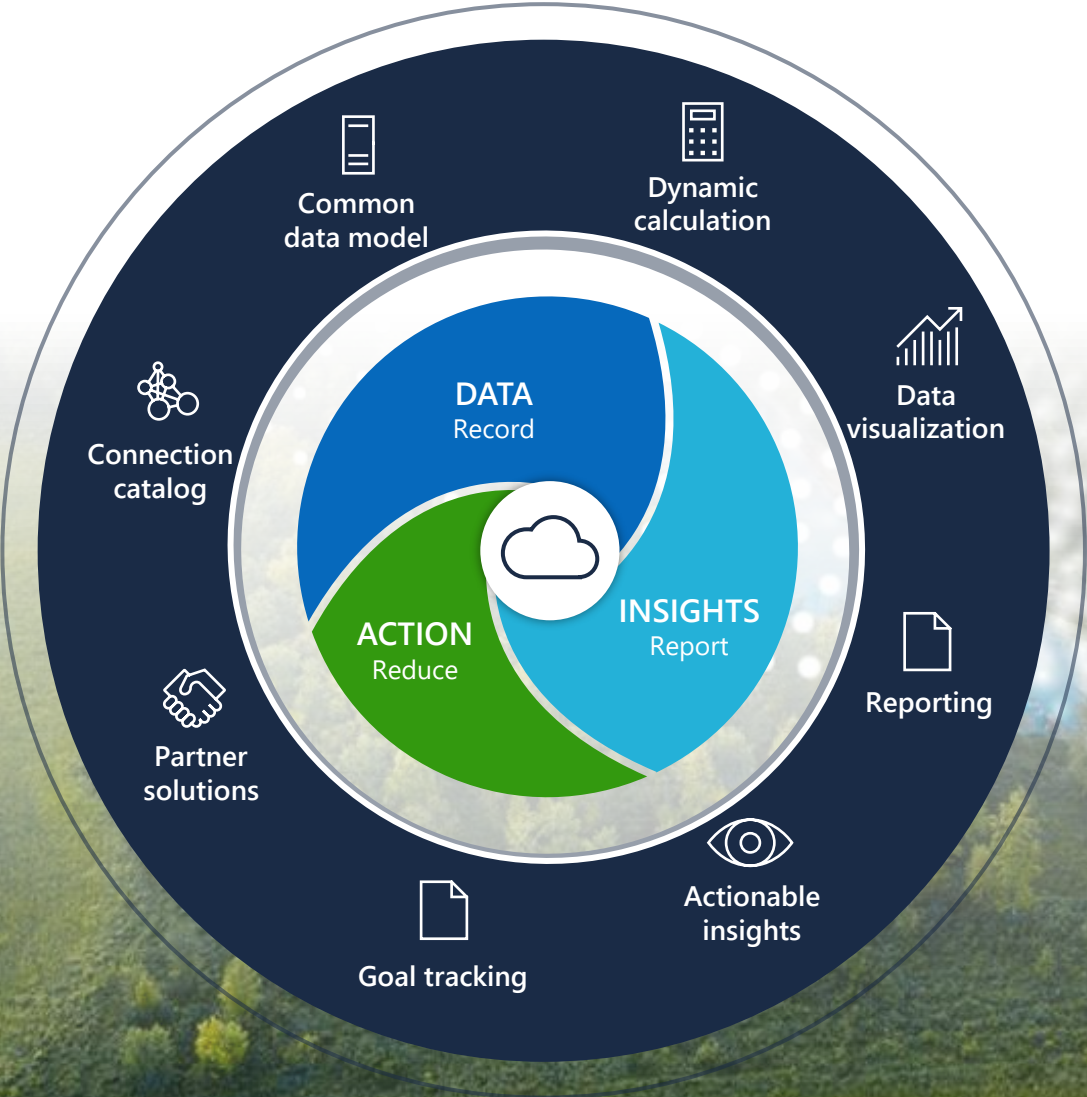
We're on a  
common,  
connected  
journey



Using data to drive insights, results  
—and transformation



# Microsoft Cloud for Sustainability



# Today's Digital Imperative



Empower every  
employee to...

Deliver  
**operational excellence**

Respond to changing  
**customer expectations**

Build a culture of  
**growth and agility**

Reduce  
**complexity**  
and **cost**  
on solutions built  
for growth and  
agility



## Dynamics 365

Seller productivity increases  
valued at \$13.3M<sup>2</sup>

Shorten the time sellers need to  
prepare sales proposals

Efficiency savings of  
\$39M with a unified platform<sup>3</sup>

Accelerate business outcomes with real-time data  
analysis, automation, and streamlined processes

Reduce TCO and realize an ROI  
of 109% by migrating from  
on-premise to the cloud<sup>4</sup>

By migrating to Dynamics 365 in the cloud,  
organizations save on expensive infrastructure  
refreshes



## Power Platform

Realize an ROI of 140% over  
3 years with Power Platform<sup>6</sup>

Build solutions that move your  
business forward faster

Get more from your existing  
technology investments

Power Platform makes it easy with  
connectivity to over 800 apps and services

Organizations are saving with  
Power Platform

City of Ottawa saved \$240k on  
employee labor with Power Platform



# At Microsoft, we build technology that enhances the power of your employees

**500k** organizations  
each month

**97%** of Fortune 500  
companies

are using Dynamics 365  
or the Power Platform



A Leader in 7 Gartner®  
Magic Quadrant™ reports



A Leader in 5 Forrester  
Wave™ reports



A Leader in 3 IDC  
MarketScape reports

# Power Platform drives efficiency across your organization

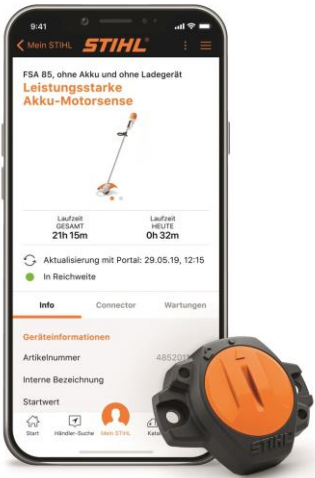
**140%** Return on Investment(ROI) over 3 years

**45%** Application development cost reduction

**\$8.23M** Net present value (NPV)

Source: Forrester TEI of Microsoft Power Platform Premium Capabilities August 2022





*"A chainsaw is only as good as its service."*

### Paint Points Solved:

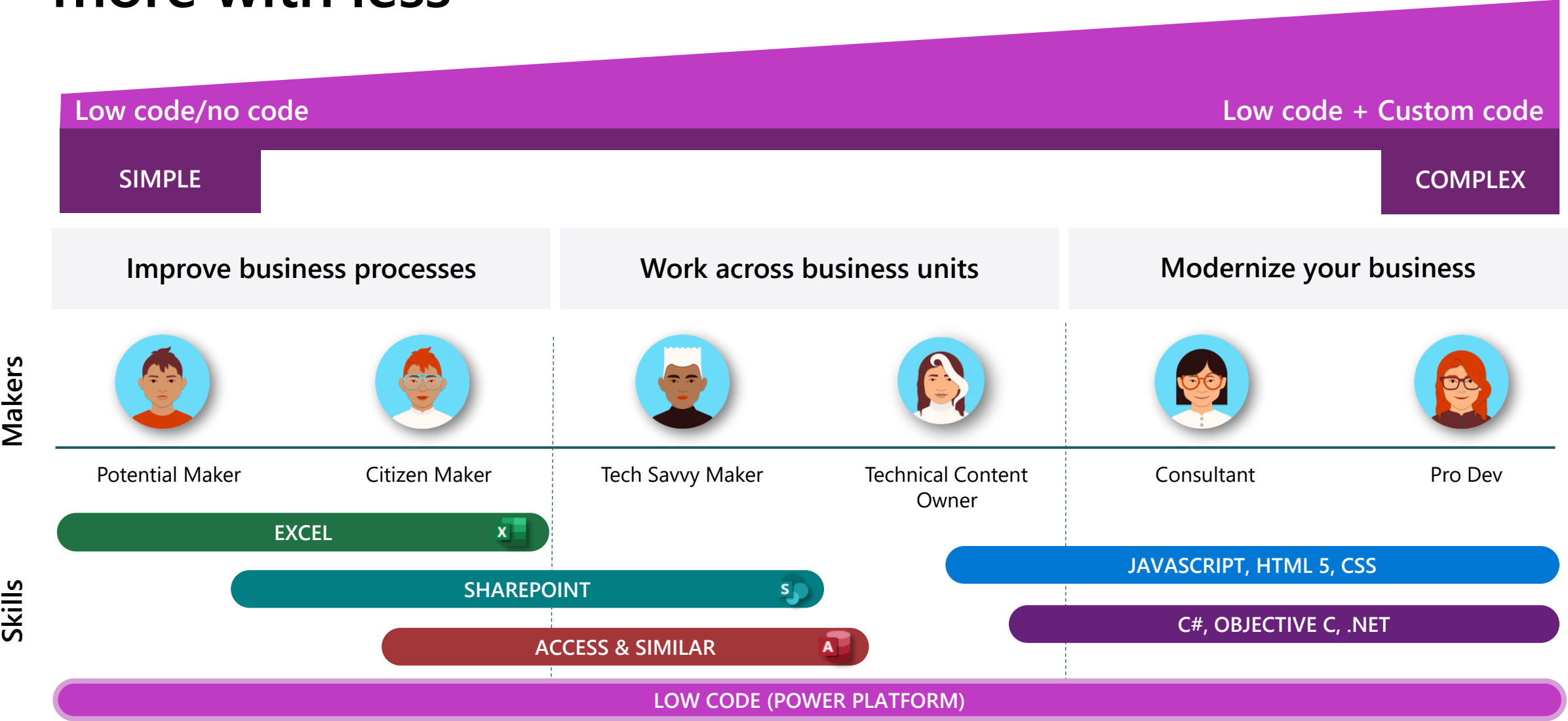
- Bring together 41 Sales Units, 54.000 retailers, 120 importers
- Lack of visibility into business performance

### Impact:

- Create 360 View of the customer
- Standardize processes
- Higher conversion rates
- Feedback loop for products



# The future: Accelerate innovation with low code to do more with less



# Today's Digital Imperative



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employee to...

Deliver  
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Respond to changing  
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Build a culture of  
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