

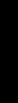
Transforming Microsoft to Empower You



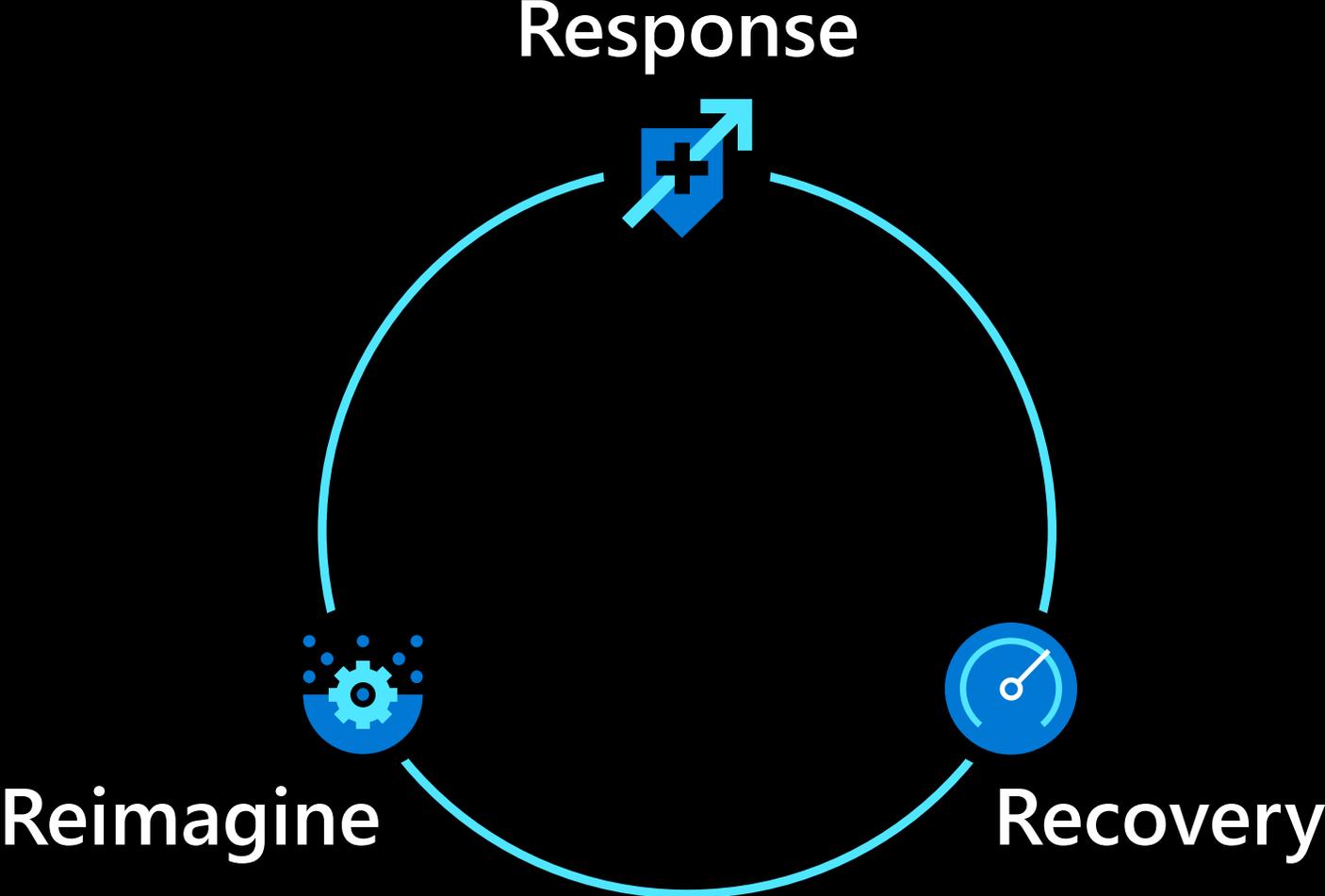
Area Transformation Team

Anne Gebert

Why transformation



Why now





Our mission

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



Tech intensity



Inclusive



Trusted



Fundamental
rights



Sustainable

Microsoft's
transformation

Our journey

Our transformation journey



What customers and employees told us

Deeply understand my organization and my business goals

Know me

Understand my career and personal ambition

Provide a well-orchestrated team with clear ownership to partner with me

Guide me

Help me with high quality coaching

Demonstrate technical intensity by consistently and quickly working with me to resolve my business and technical issues

Support me

Free up time so I prioritize my training; connect me to a well-orchestrated team

Help me get the most out of products and services and I can measure the benefits

Modernize me

Give me the tools I need to be successful; let me demonstrate my technical capabilities

Partner with me to accelerate my business outcomes and transform my business

Transform me

Increase the time I spend with my customers

Digital Transformation



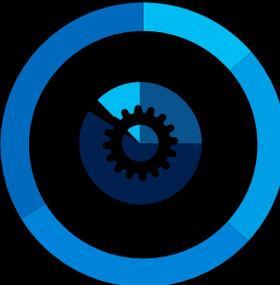
Enabling Transformation



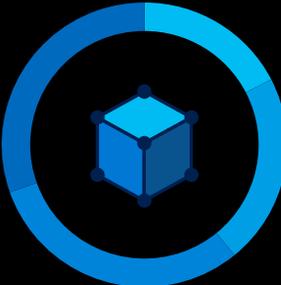
Empower employees



Engage customers



Optimize operations



Transform products

← Trust →

Solution Areas



Business applications



Applications & infrastructure



Modern life



Modern work



Data & AI



Security



Gaming



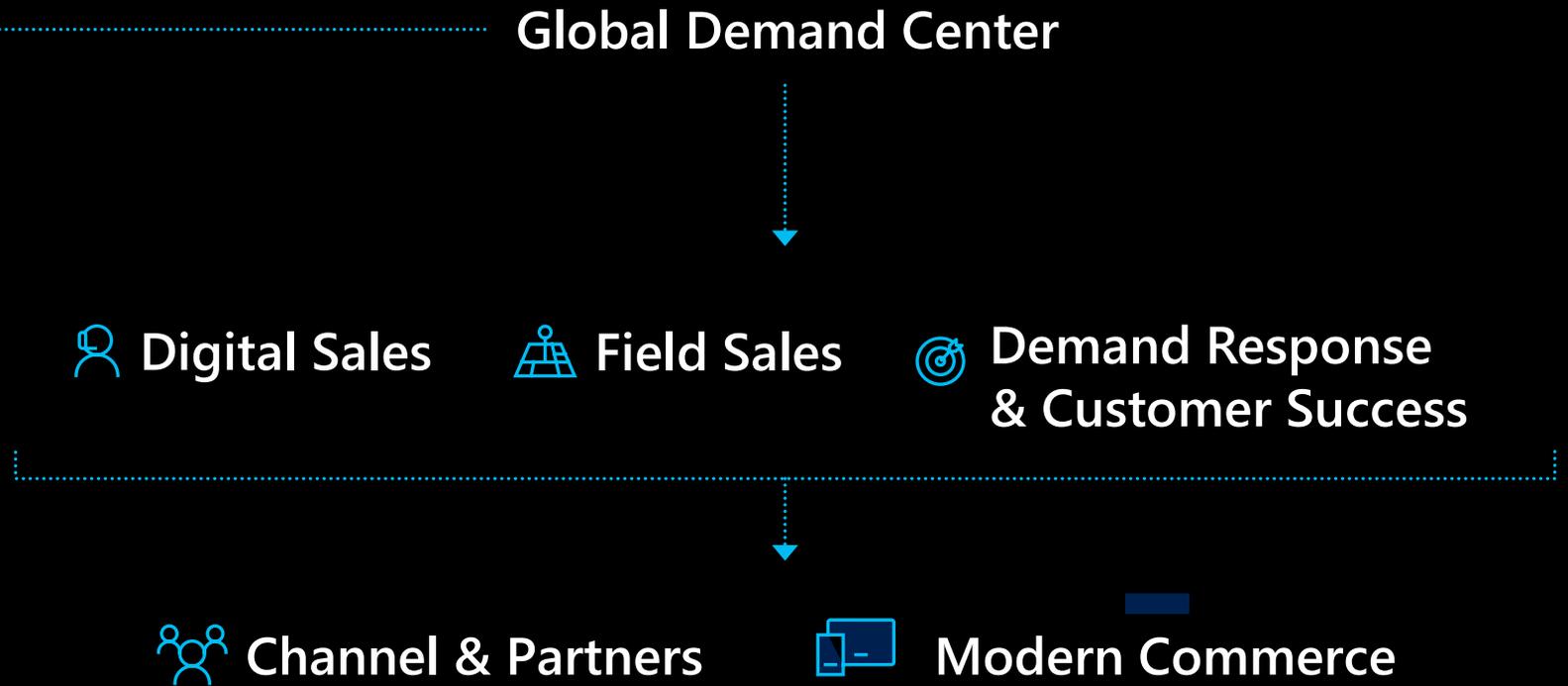
Search, ads & news

Tech intensity

What changed at Microsoft?



Engaging with small businesses digitally



Managers are our change agents

Leadership principles

Create clarity

Generate energy

Deliver success

Managers expectations

Model

Coach

Care

Sales Culture Transformation



Employees



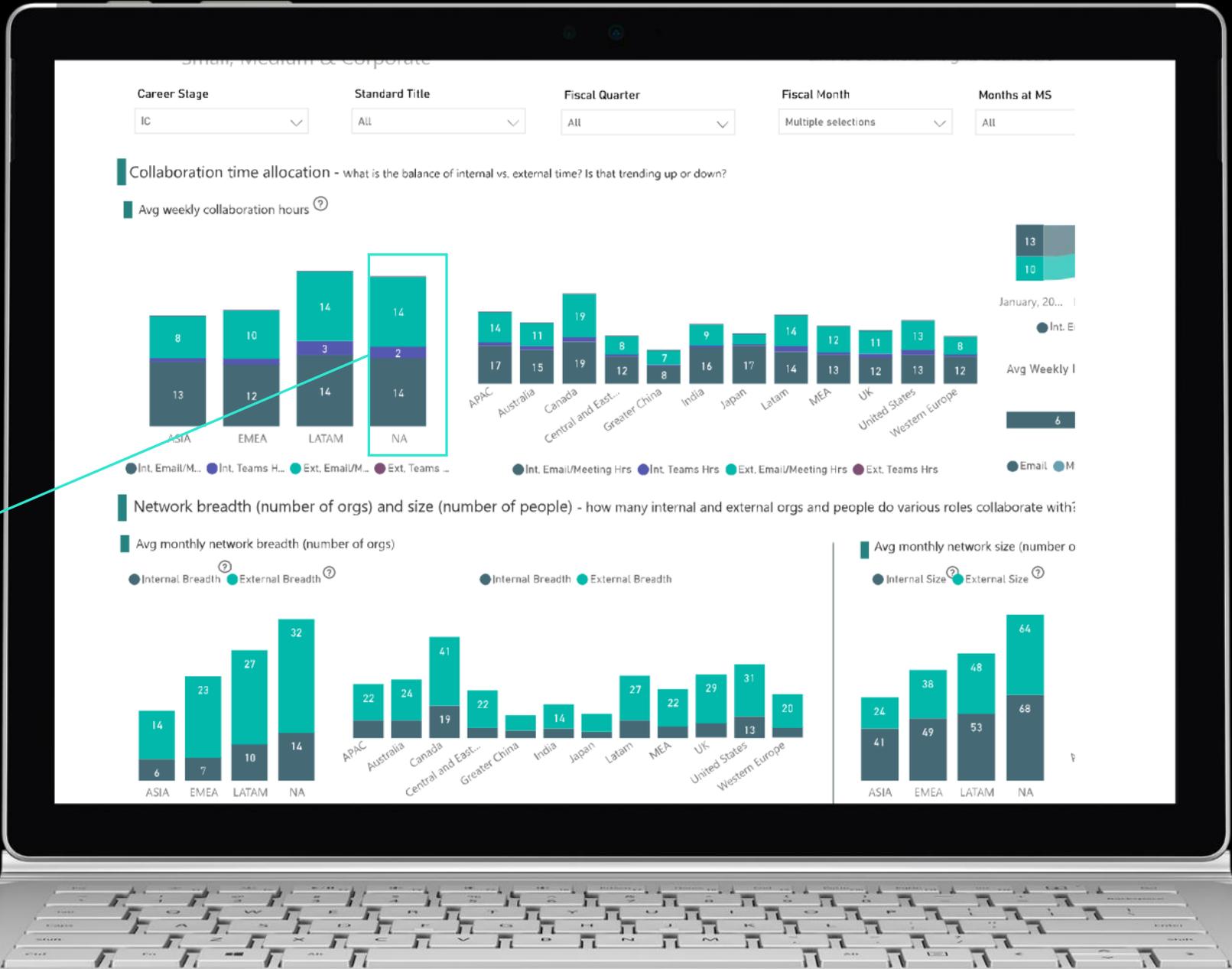
Managers



Leaders

Workplace analytics

Customer face time:
Measuring internal and external time



Culture transformation

1

Growth mindset

2

One Microsoft

3

Customer-
centric

4

Desire to make
a difference

First responder

Digital responder

Digital transformation in support of new normal

Empower
employees



Helping customers
transition to
remote work

Engage
customers



Supporting
collaboration

Transform
products



Prioritizing
cloud access

Optimize
operations



Mobilizing
for business
continuity

Phases

Number of Facilities
639

New COVID Cases
134,622

New Fatal COVID Cases
3,947

Map

Tabular

Power Platform

Return to workplace solution



Market reaction

”

The COVID-19 crisis is likely to significantly accelerate the shift to digital and shake up the business landscape.

McKinsey
Digital

How Digital Transformation and Innovation Have Been Accelerated Due to COVID-10

July 24, 2020

”

Ultimately, COVID-19 has spurred a survival-of-the-fittest landscape.

Forbes

The Digital-Led Recovery from COVID-19: Five Questions for CEOs

April 20, 2020

”

We believe Microsoft should remain a strong share gainer in coming years.

BUSINESS
INSIDER

These Stocks are Poised to Surge in the Coronavirus Aftermath

April 21, 2020

”

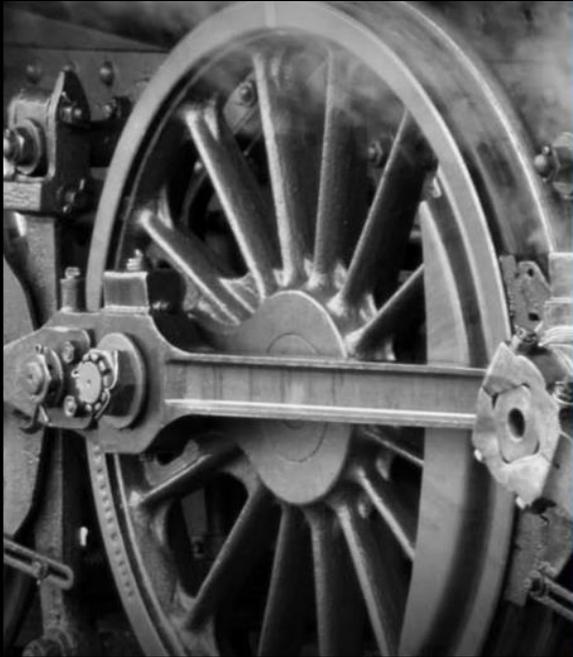
A smashing success and has turned the once-sluggish tech company into an innovative giant.

The
Motley
Fool

How Satya Nadella and the Cloud Turned Microsoft Around

Jan. 25, 2020

Learning for anyone who wants to transform



Phased
coordinated
approach



Empowerment
and learning



Agility



Customer
centricity

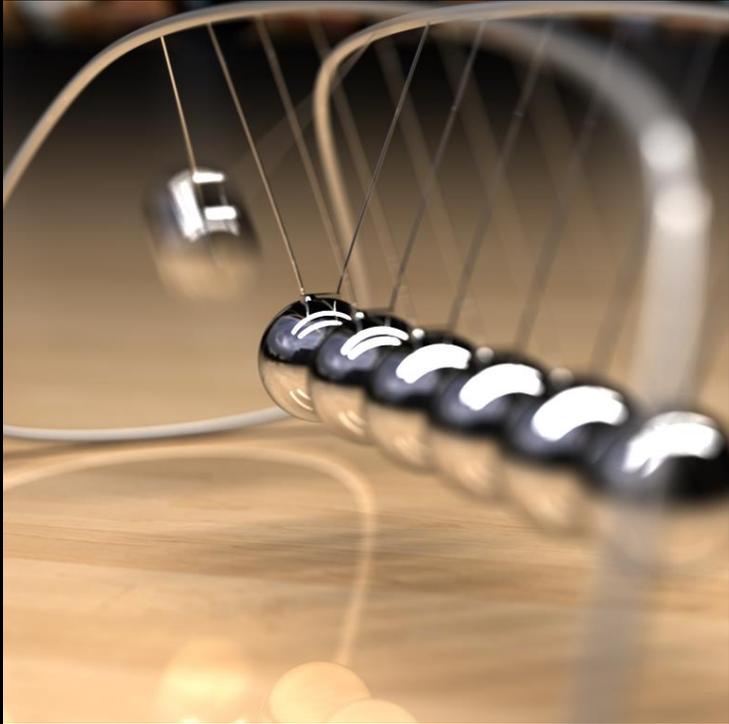
Creating change, one person, one habit at a time



Purpose



Change agent



Ripple effect



**Empowering every person and every
organization on the planet to achieve more**