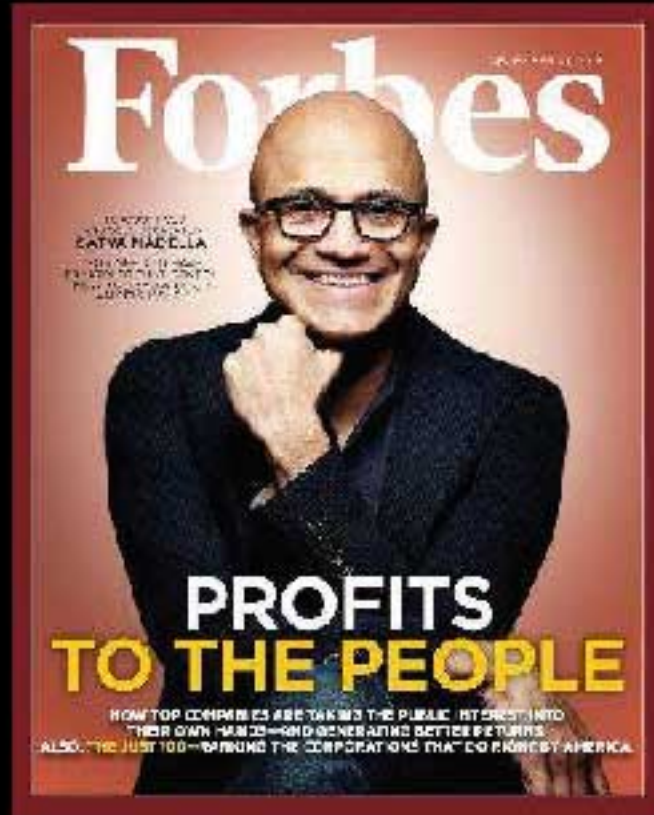


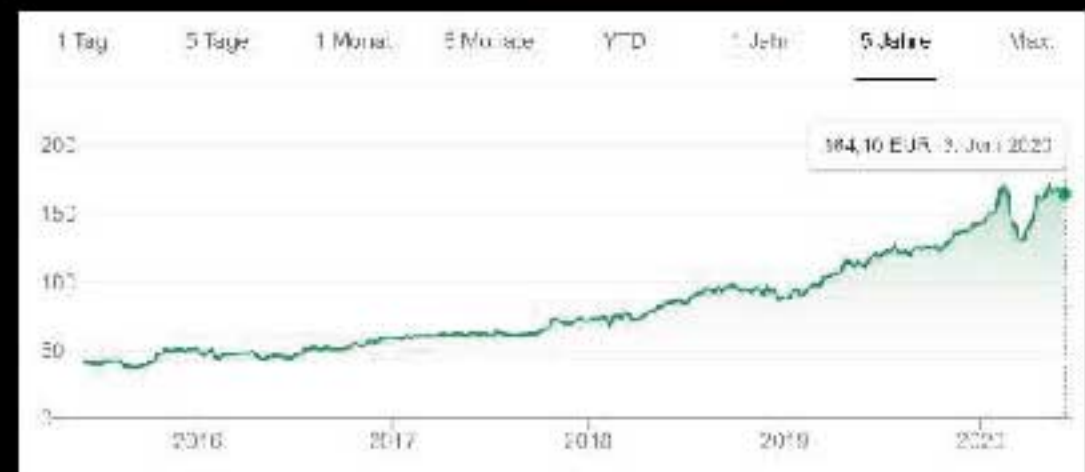


Microsoft University Evening

Florian Kidman, Public Sector Lead – Microsoft Consulting Services
RWTH Aachen University, 19.01.2020

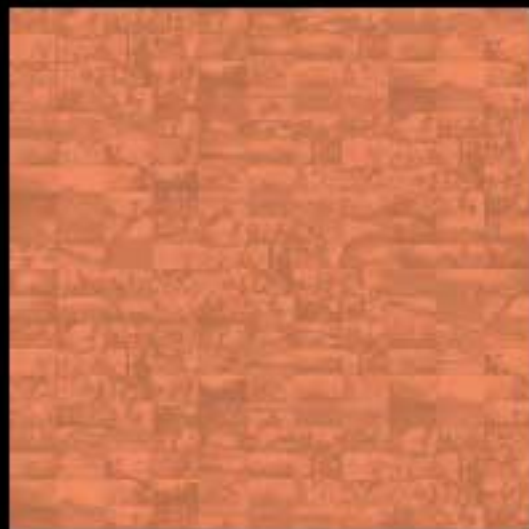


Top 5 Corporations by Market Capitalization



Microsoft mission

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





Inclusive



Trusted



Fundamental rights



Sustainable



People & Culture


Culture

Growth mindset [Customer obsessed]
Diverse & inclusive
One Microsoft] Make a difference

Values [Respect | Integrity | Accountability

Leadership principles [Create clarity | Generate energy | Deliver success

Manager expectations [Model | Coach | Care



“ Without **people, who buy into a belief and value system**, however, even the smartest strategy will fail. ”

Our **employees are the driving force** for achieving Microsoft's own transformation.

A photograph of a modern office kitchen. On the left, a woman in a white shirt is writing on a whiteboard. In the center, a man and a woman are sitting at a white bar counter, talking. On the right, two women are sitting on a ledge, one holding a coffee cup. The kitchen has white cabinets, a sink, and a coffee machine. Large windows on the right side offer a view of the outdoors. The ceiling has a grid pattern with recessed lights.

86%

of employees want an employer who offers flexible working hours.

(source: Centre of HR Information System 2014)

Flexible working hours create a **win-win-situation** for employee and employer.



4 working areas:

**From areas to
retreat to spaces
designed for
creative
collaboration**

ACCOMPLISH
SHARE & DISCUSS
THINK
CONVERSE

OUT OF OFFICE !





Business

Digital transformation



**Empower
employees**



**Engage
customers**



**Optimize
operations**



**Transform
products**

Digital transformation

91% of business leaders see Digital Transformation as a way of sparking innovation and **finding efficiencies**

68% say Digital Transformation is **increasing profits**

85% say they must offer digital services or **become irrelevant**

64% say they have less than 4 years to complete a Digital Transformation or they may **go out of business**



Solution areas



Gaming



Search,
ads & news



Modern
life



Modern
work



Business
applications



Applications &
infrastructure



Data & AI



Security

Industry focus in Germany



Finance Sector

Trade & Commerce

Manufacturing & Automotive

Professional
Services, Media,
Telecom

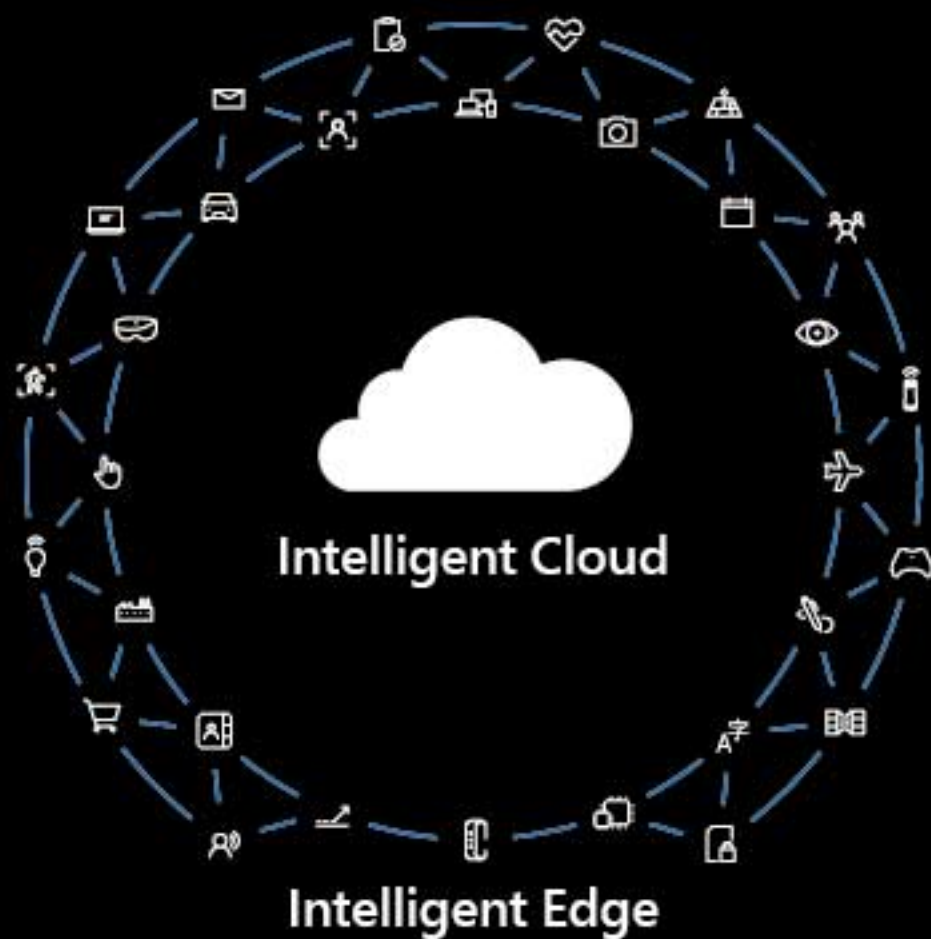
Government

Health

Education

Commercial

Public Sector



Ubiquitous computing



Ambient intelligence



People-centered experiences



World map showing the distribution of the species. Red dots indicate the presence of the species, and green dots indicate its absence.

opportunity

A person is walking across a narrow suspension bridge made of wooden planks, surrounded by a dense, lush green forest. The bridge is suspended by ropes and has a safety net on the sides. The person is wearing a blue shirt and light-colored pants, and is walking away from the camera towards the center of the bridge.

[,äpər't(y)oonədə] noun

a set of circumstances that
makes it possible to do something

capability

[,kəpəˈbɪlədeɪ] noun

the power or ability to
do something



aspiration

A person is standing on a rocky mountain peak, looking out over a vast valley filled with clouds. The mountains are rugged and dark, with some snow patches. The sky is overcast and grey.

[,aspəˈrɑːʃ(ə)n] noun

a hope or ambition of
achieving something

