

La Transformación digital de las empresas mediante tecnologías avanzadas

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Latinoamérica, Microsoft



Digital transformation is the next industrial revolution

1784



Steam, water,
mechanical
production
equipment

1870



Division of labor,
electricity, mass
production

1969



Electronics, IT,
automated
production

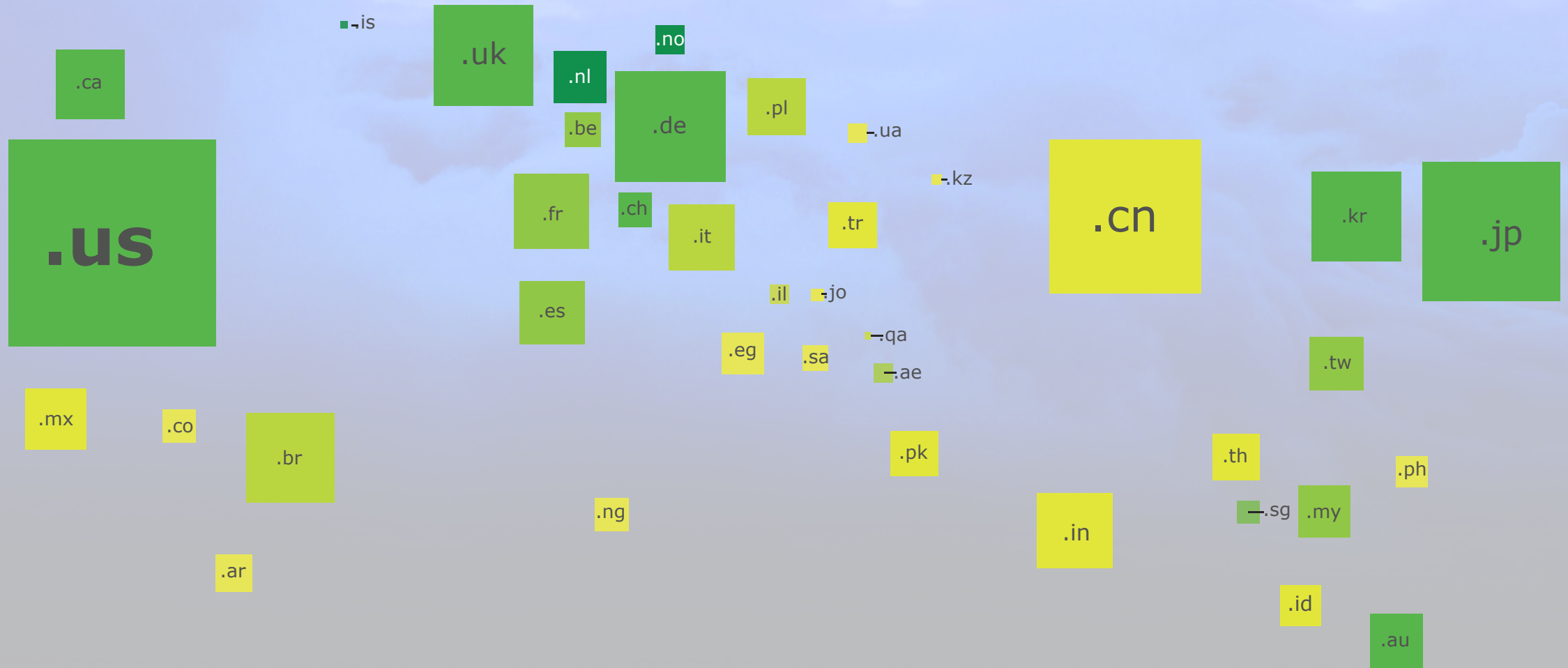
2016



**Blurring the
physical and
the digital
divide**

Industrial Revolution 4.0

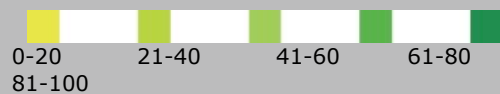
Internet Users - 2005



Sizing Legend

- 5M Internet Users
- 10M Internet Users

Percent Penetration of Internet Users



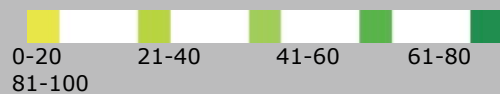
Internet Users - 2020



Sizing Legend

- = 5M Internet Users
- = 10M Internet Users

Percent Penetration of Internet Users





010110
001101
101010

Data

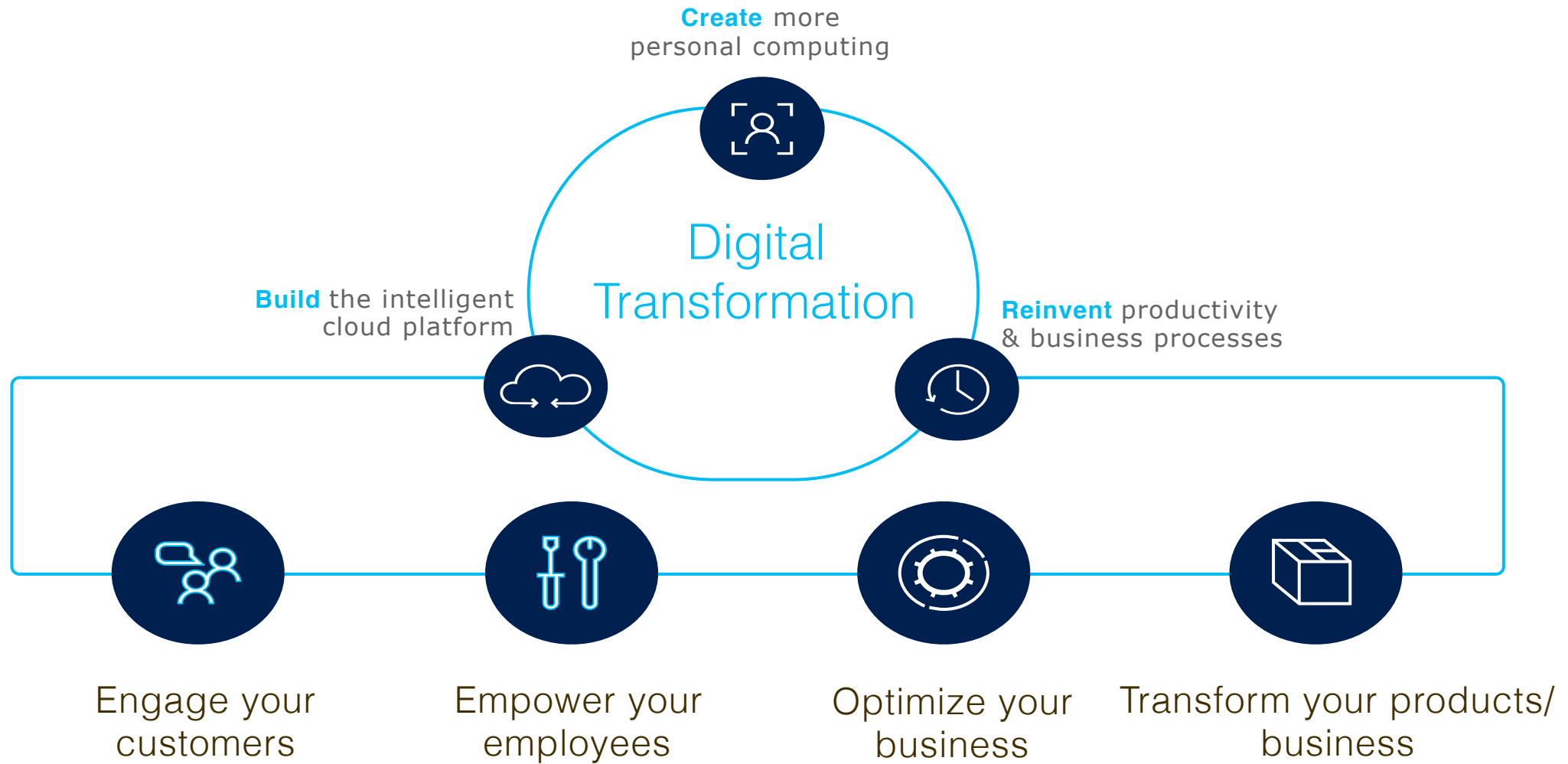


Analytics



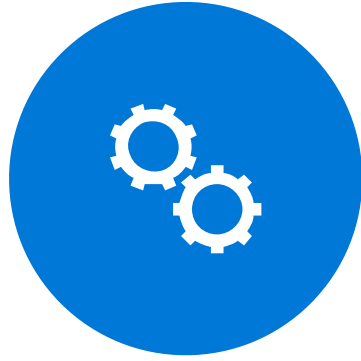
Cloud

Leading the Digital Transformation



"At Microsoft, we're proud to partner with and empower all our customers around the world with the leading technology to seize the vast opportunities ahead." – Satya Nadella

The future priorities



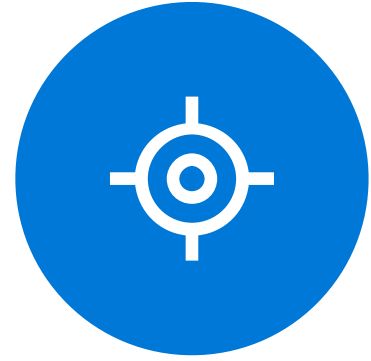
By **2018:**

1/2 of all apps developed
will incorporate
artificial intelligence¹



By **2020:**

>50% of the
workforce will
be “digital
natives” and will expect to be
**connected 24/7 and work
the
way they want to**²



By **2020:**

60% of enterprise
**information
security budgets**
will be allocated to rapid
detection and response
approaches³

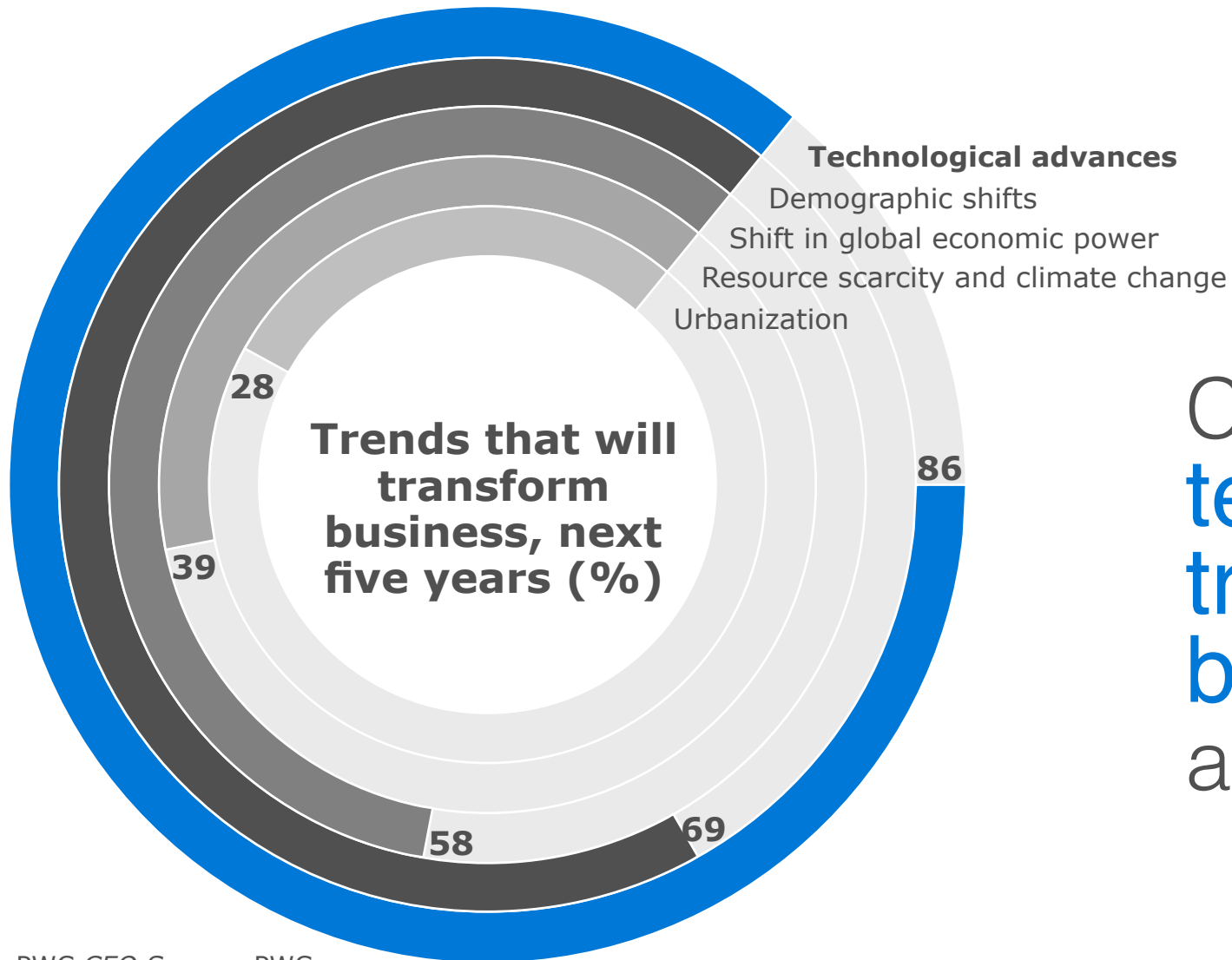
Sources:

1. John Dodge. “Who’s in charge of AI in the enterprise?” CIO. February 15, 2016

2. Mark J. Barrenechea Tom Jenkins. “Digital: Disrupt or Die.” Open Text.

3. Neil MacDonald and Peter Firstbrook. “Designing an Adaptive Security Architecture for Protection From Advanced Attacks.” Gartner. January 28, 2016.

86% of CEOs consider digital their #1 priority

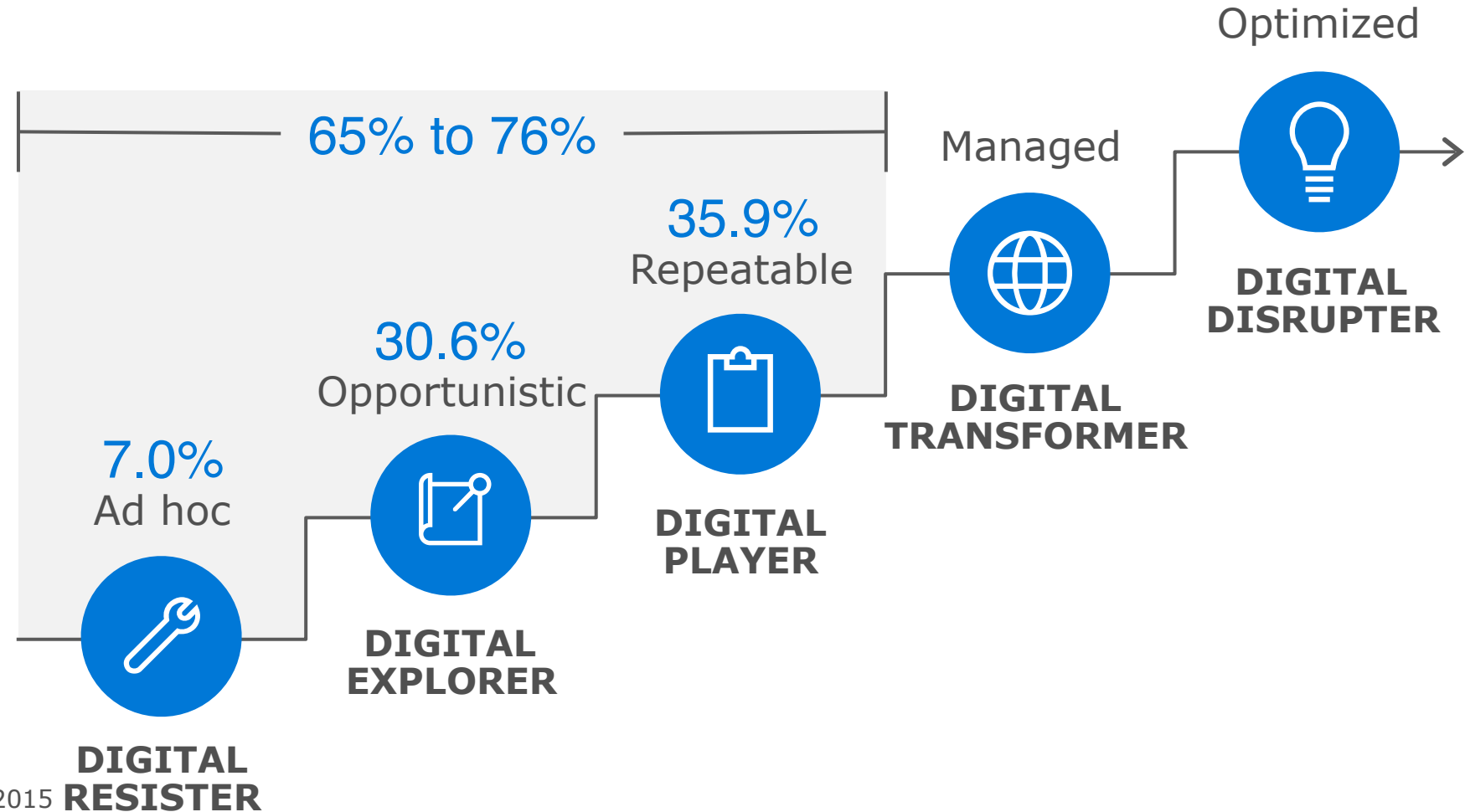


CEOs believe **technology will transform their business** more than any other global trend

Improve visuals in this slide

Enterprises in LATAM are in the early stage (DX) journey

Digital transformation is the approach by which enterprises drive changes in their business models and ecosystems by leveraging digital competencies.



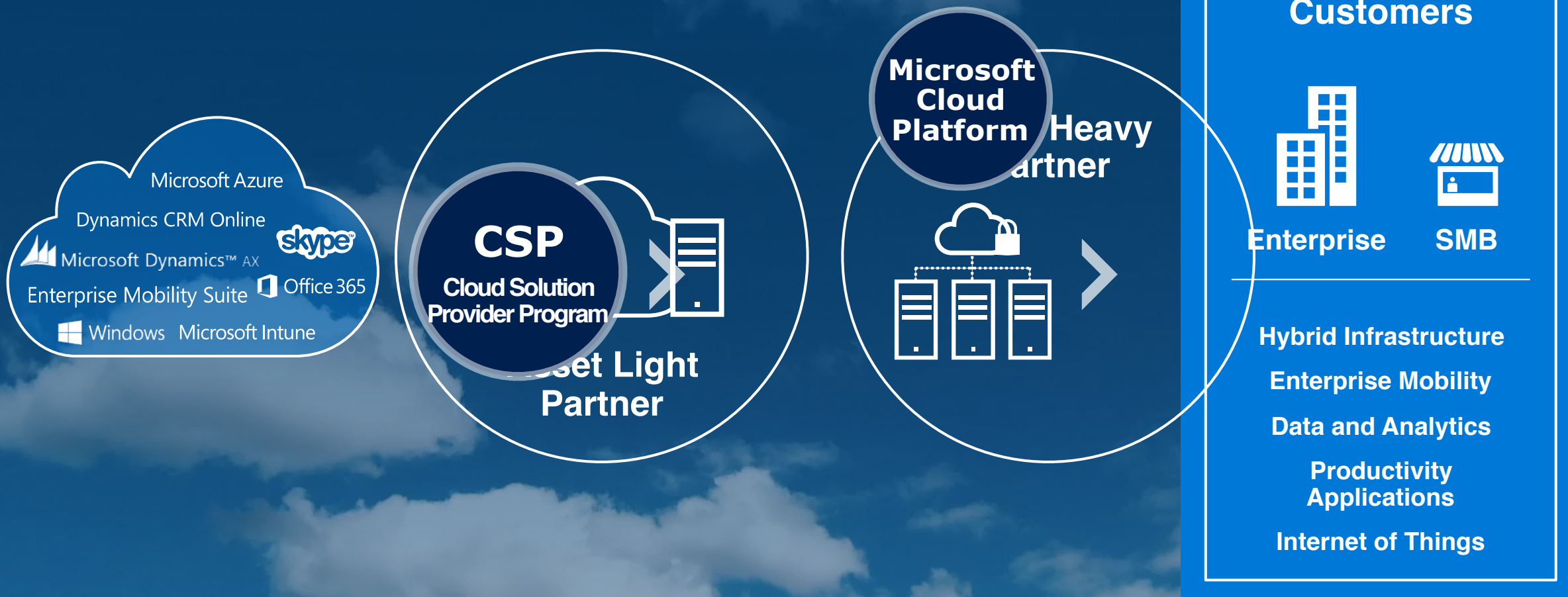
Source: IDC LA, IT Investment Trends Survey, 2015

One Azure ecosystem

 36 + 6
Azure regions today

 300
Cloud OS Network partners

 29,000
WW Service Providers
Across 114 countries



What is your opportunity?

71
%



HYBRID INFRASTRUCTURE

Azure, Azure Pack, System Center, Windows Server



ENTERPRISE MOBILITY

Enterprise Mobility Suite



DATA AND ANALYTICS

SQL Server, Cortana Analytics Suite



PRODUCTIVITY APPLICATIONS

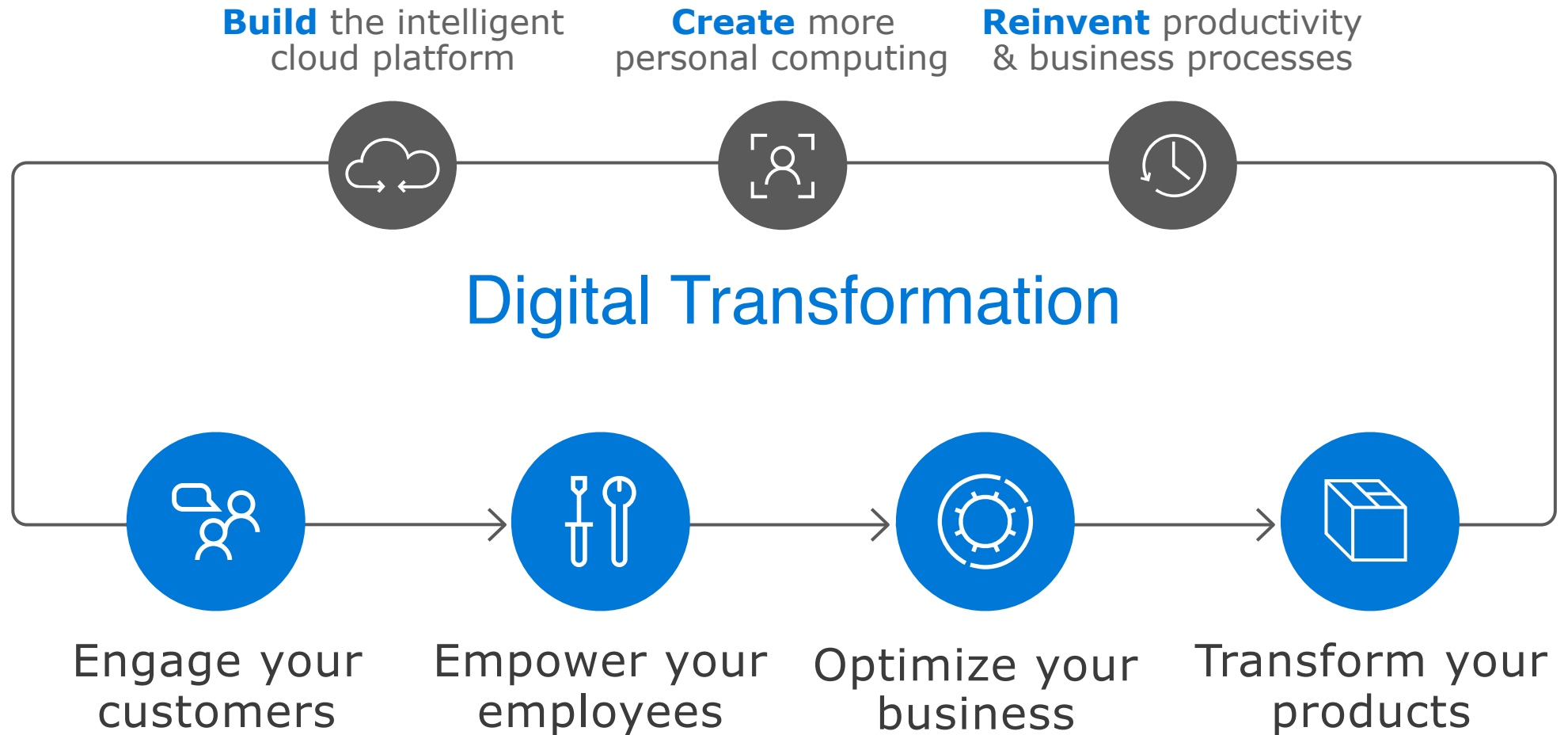
Office 365, CRM Online



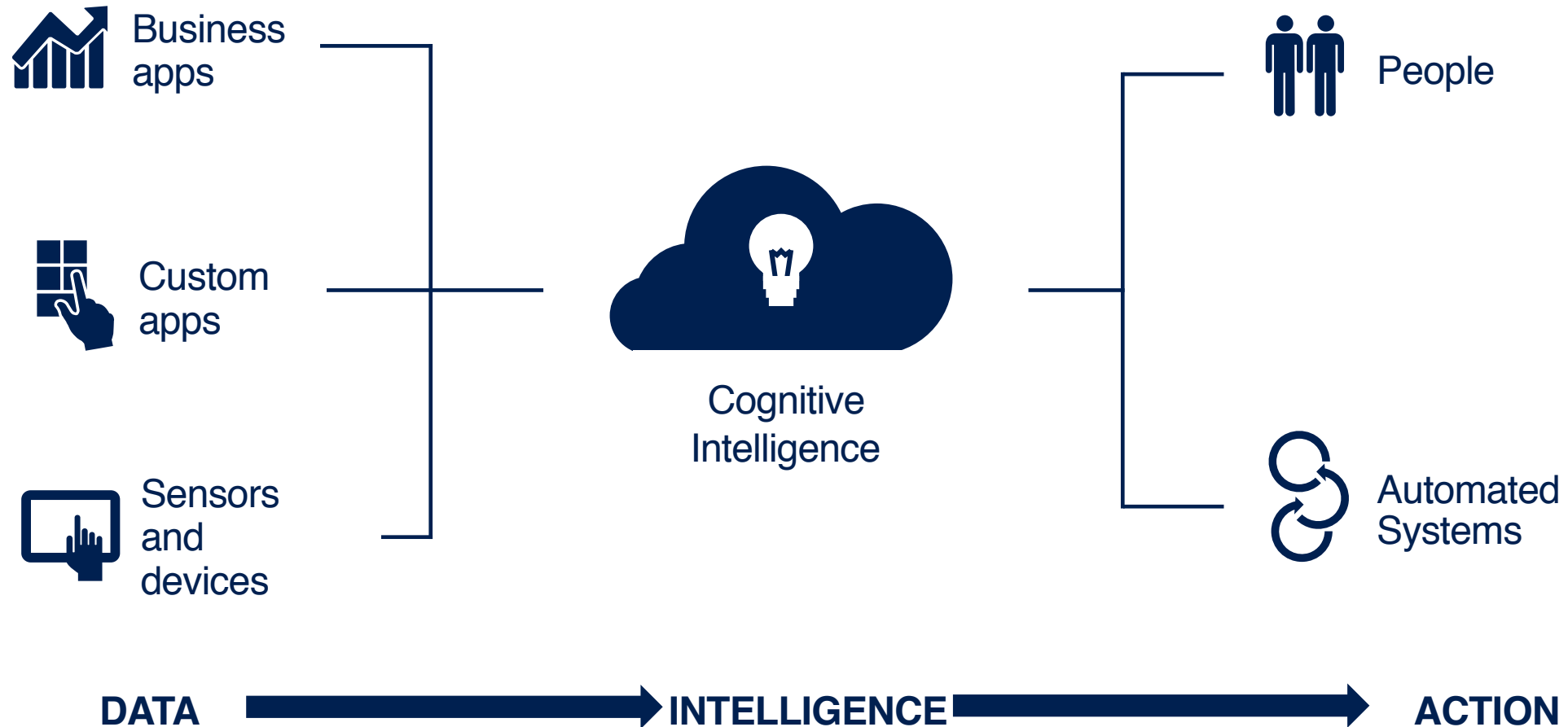
INTERNET OF THINGS

Azure IoT Suite

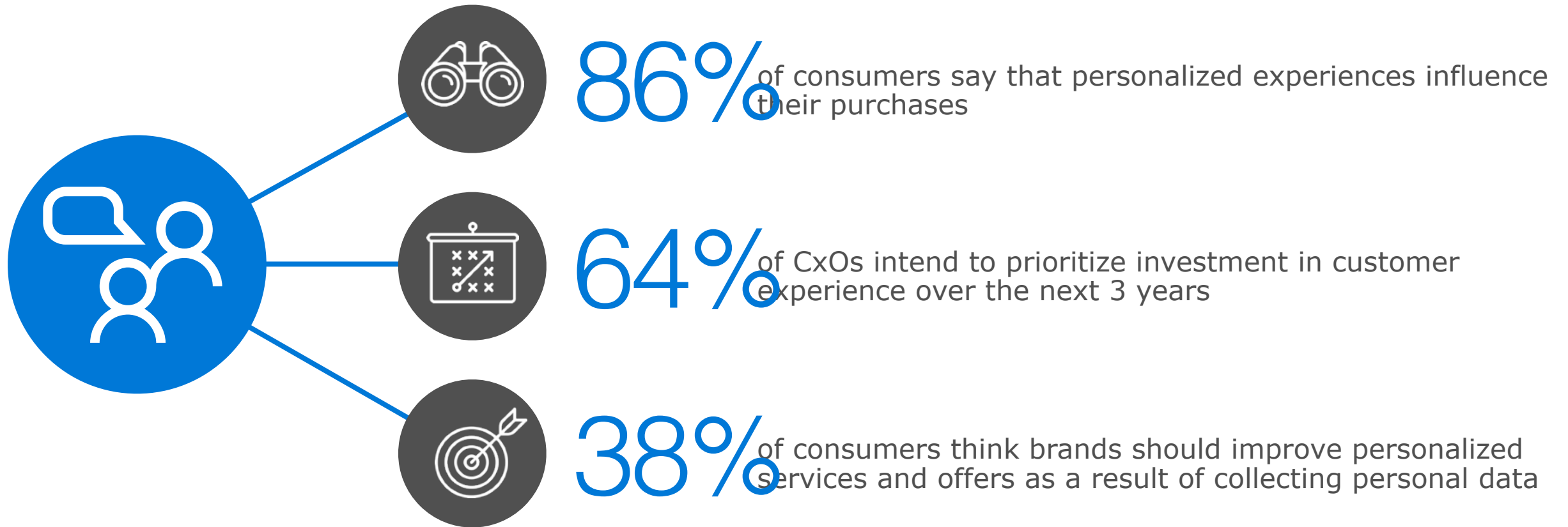
Enabling the Transformation



Transform data into intelligent action



Engaging customers



1: "The Digital Advantage: How Digital Leaders Outperform their Peers", MIT Initiative on the Digital Economy, George Westerman, 6 November 2012

2-3: Top 10 Strategic Technology Trends for 2016: Information of Everything, Gartner, Mike Walker, 26 February 2016

Insert Picture from Drive Thru

McDonald's built brand loyalty
with a cloud-based mobile app.

- Expanded app use to millions of customers in five countries
- Enabled personal, relevant, contextual content that adds value for the users
- Improved customer loyalty



Cloud-based mobile app
Industry: Food service
Global



“The company saw a huge increase in customers, and those customers spent **47%** more.”

—Scott Bradley, CEO and founder of Plexure (Vmob)

Real Madrid C.F.

Improve fan engagement and experience

- One-to-one relationships with fans outside Spain increases engagement
- Targeted, customized marketing
- Near-real-time campaigns
- Transparent user interactions with content and advertising



Engaging with its
450 million global supporters



“Using the Microsoft Cloud, we are building a way of understanding who our fans are, where they are, and what they want from us.”

—José Ángel Sánchez, CEO,
Real Madrid C.F.

Nissan and Renault Combine into one slide

ice of

With the Microsoft Cloud, TJSP improved its ability to operate more efficiently, for its 50,000 employees to better serve the State of Sao Paulo's 50 million citizens, and to comply with Federal law. Transparency is increased with information more easily available for consultation and procedural

acts
[LEARN MORE](#)



Microsoft Azure, Microsoft SQL Server
Industry: Government
Country: Brazil



Sao Paulo's citizens served **70%** faster Migration and implementation without stopping the Service

Need to confirm if case will be presented in retail session and/or make a connection with the Session to see it live and get more details

seguros

renewed its entire portal platform, including sites for internal use and those for customers and its value chain (brokers)



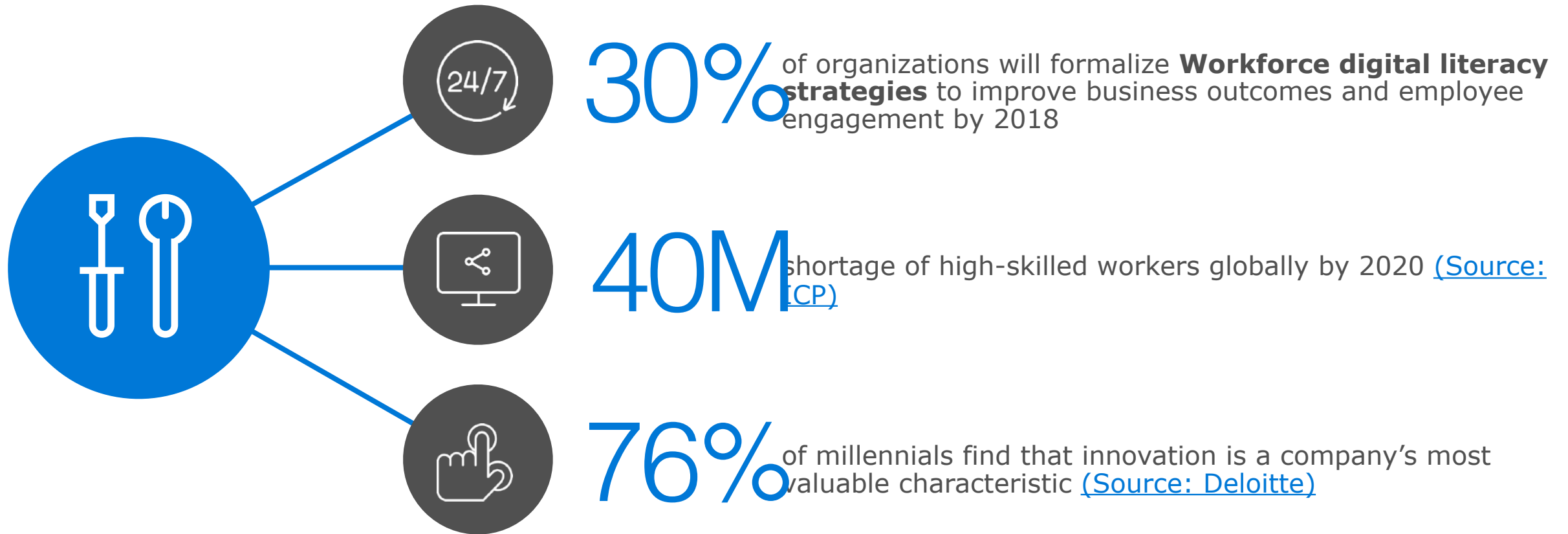
www.pacifico.com.pe

Microsoft Azure
Industry: Life insurance
Country: Perú



They implemented the new sites in few weeks. They were able to integrate with Red Hat.

Empowering employees



Facebook

Office 365 meets their security standards, complementing how they work with intelligence and flexibility. It is globally deployed, accessible on every mobile platform that Facebook supports, and it is secure. It enables their productivity with powerful new capabilities for employees.

■ [LEARN MORE](#)

facebook®

Office 365

Industry: Social Media—Digital
Global



Social network will
move its **13,000**
employees to
Microsoft's web-based
tools

Agricola San Miguel

The organization has more than 500 accounts for its employees in all of the 3 countries it currently operates in. The driving motivation for this decision was, above all, the search for productivity, better communication, and speed in all processes related to group interaction and teamwork.



Office 365

Industry: Social Media—Digital
Global



Email service
interruptions stopped
being a problem


Accenture

Accenture sees an opportunity to further improve its communication options by using Skype For Business improving productivity and reducing costs.

■ [LEARN MORE](#)

**accenture**

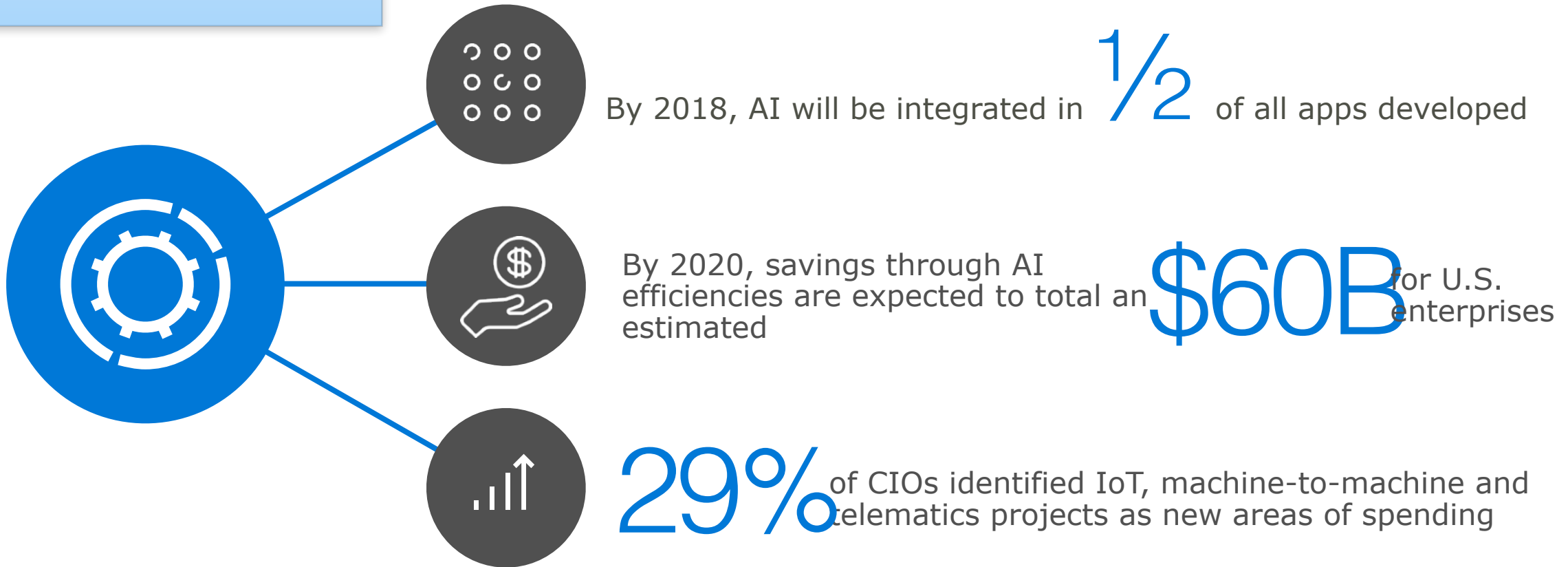
Microsoft
Industry: Consultancy for diverse industries
Global

Accenture has used integrated messaging tools from  Microsoft that have helped reduce audio conferencing costs by **83%.**

Combine talking points from 39 in here

Andre Serpa
now slide 40

operations



Need to confirm if case will be presented in retail session and/or make a connection with the Session to see it live and get more details

Continental

helps Coca-Cola in

Mexico make smarter business decisions based on Big Data and analytics.



Azure ML reads and processes information through more than **200 models** of regression, containing about **20,000 coefficients.**



Microsoft Azure

Industry: Massive consumption

Country: Mexico

Need to confirm if case will be presented in retail session and/or make a connection with the Session to see it live and get more details

Seguradora

Organization Caixa needed to gain agility in their sales process, and perform securely with their documents

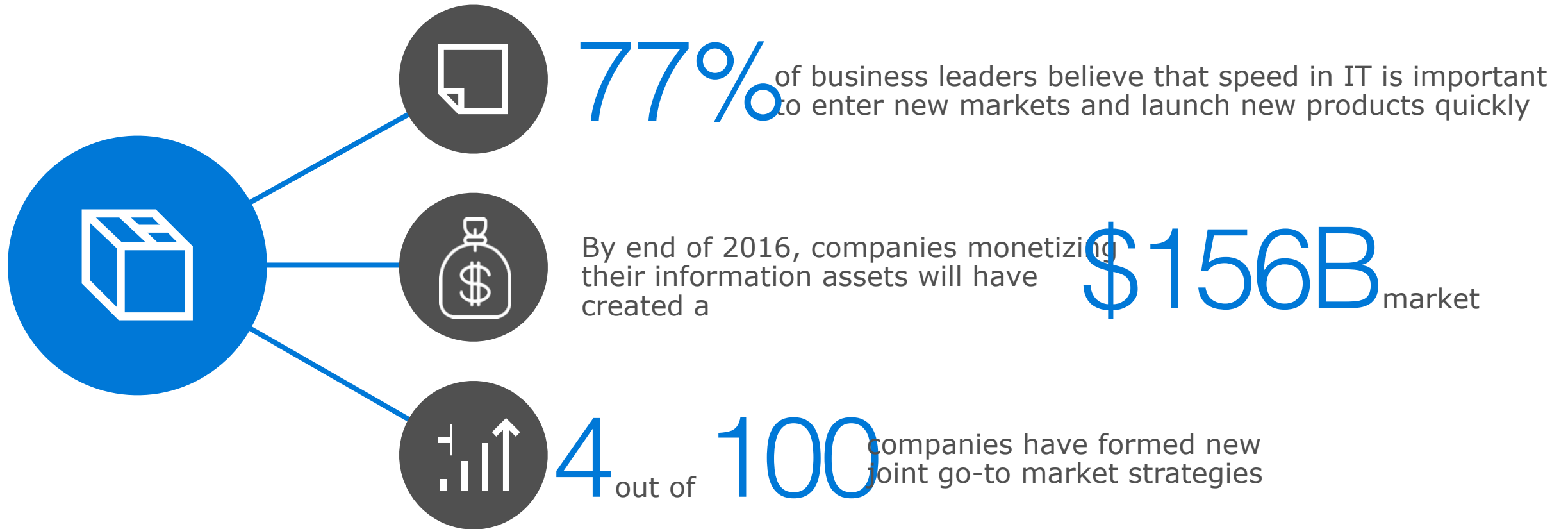


Microsoft Azure
Industry: Seguros
Country: Brasil



Within 30 days
a database that
can Access over
20000
documents all
over Brasil was
deployed

Transforming products



Barbara Hurtado has the slides of Temenos, and Arca with pictures.

Andre Serpa
Temenos has Sattya's pictures

cloud version of T24 that uses Azure Cloud Services and runs in an Azure Worker Role and uses Azure SQL Database as the back-end database.



10 million
underserved people can now access banking services thanks to the Temenos cloud solution built on Azure.



Microsoft Azure
Industry: Banking
Suiza, Global

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Andre Serpa
Temenos has Satty's pictures

redito del Peru

services to clients using POS. They implemented an encrypted dashboard with analytics in the cloud to provide business insights to customers.



Microsoft Azure
Industry: Banking
Peru

**Today over 800
customers use
their portal to
obtain clients
insights.**

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aria

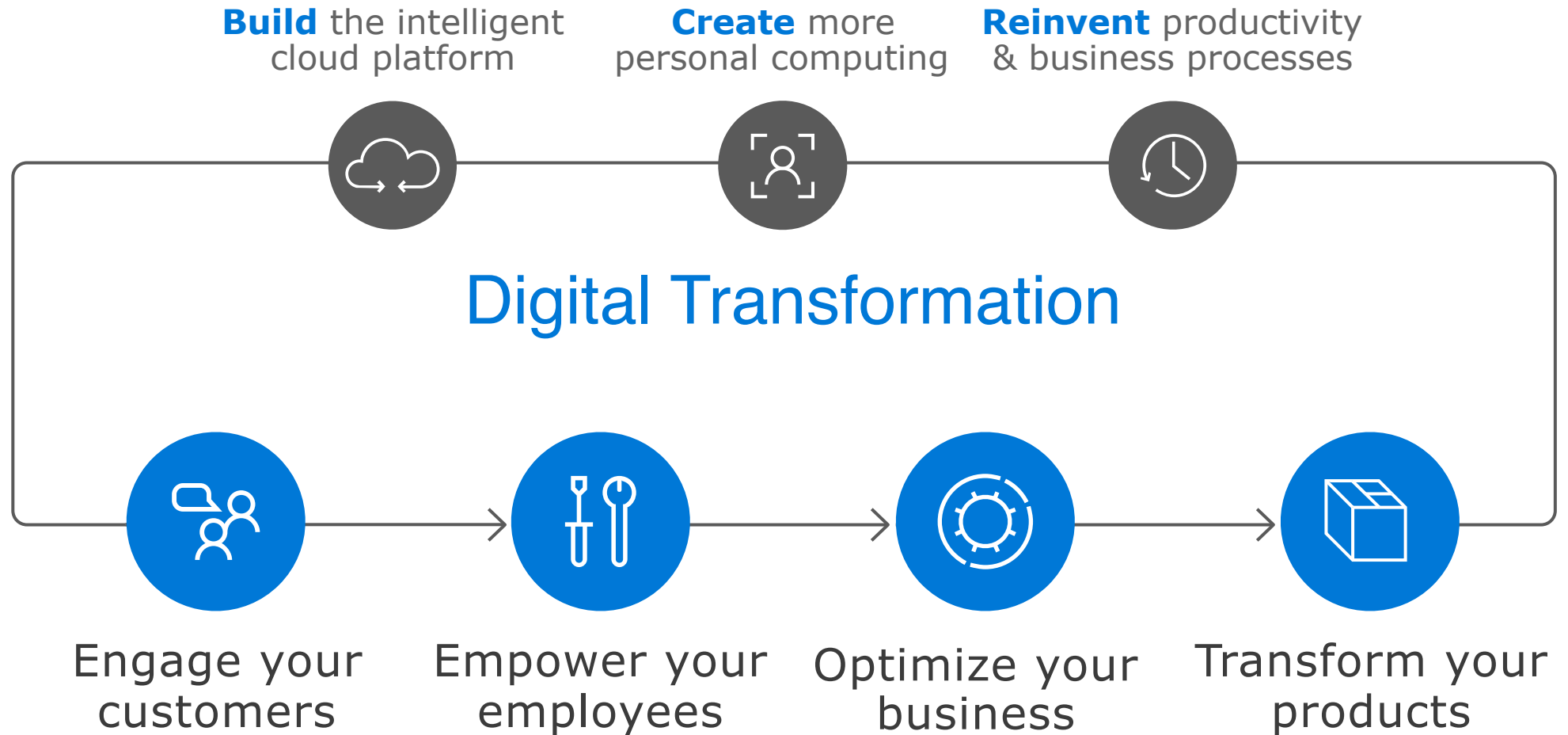
pany with 900 units. The
trucks send information to Azure IOT Hub
and collect real time information to
provide delivery time feedback to
customers.



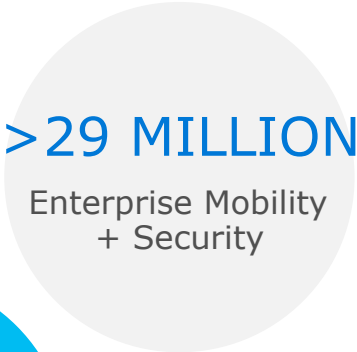
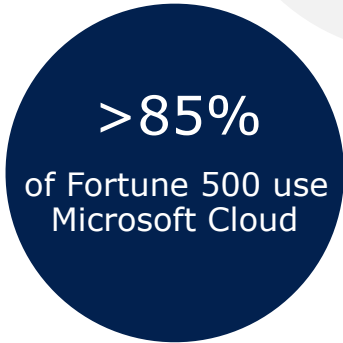
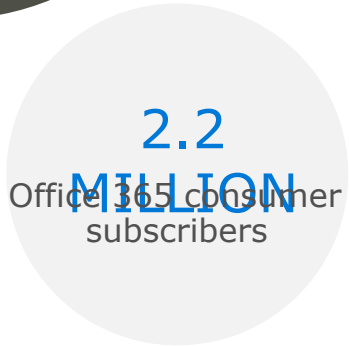
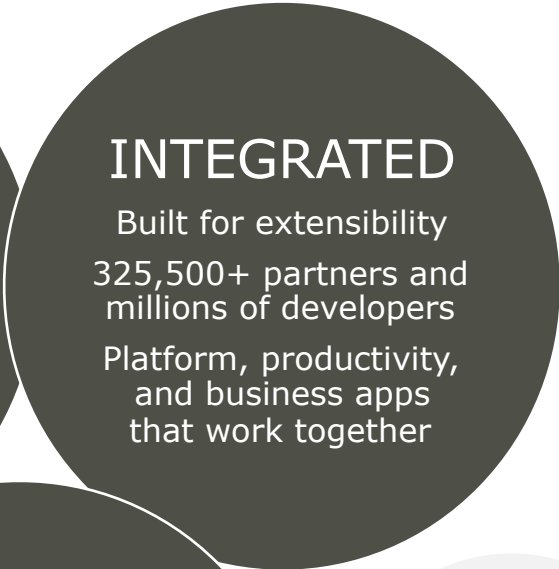
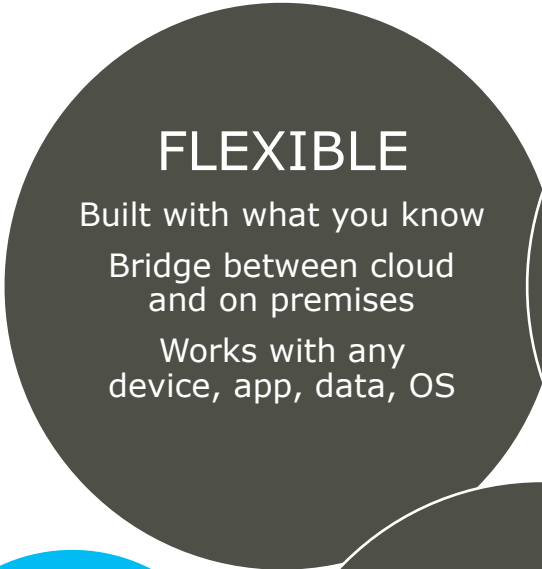
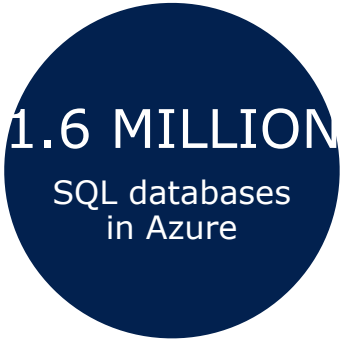
Microsoft Azure IoT HUB
Industry: Logistics
Mexico

**Today, thanks to the
data being collected
in real time through
the apps and provide
reports to clients
immediately**

Enabling the Transformation



Enterprise Level, Hyper Scale, and Truly Hybrid





Muchas Gracias!