TECHNOLOGY Powers Productivity & ENABLES MOBILITY

Integral Conversation 2015
Guilin, China

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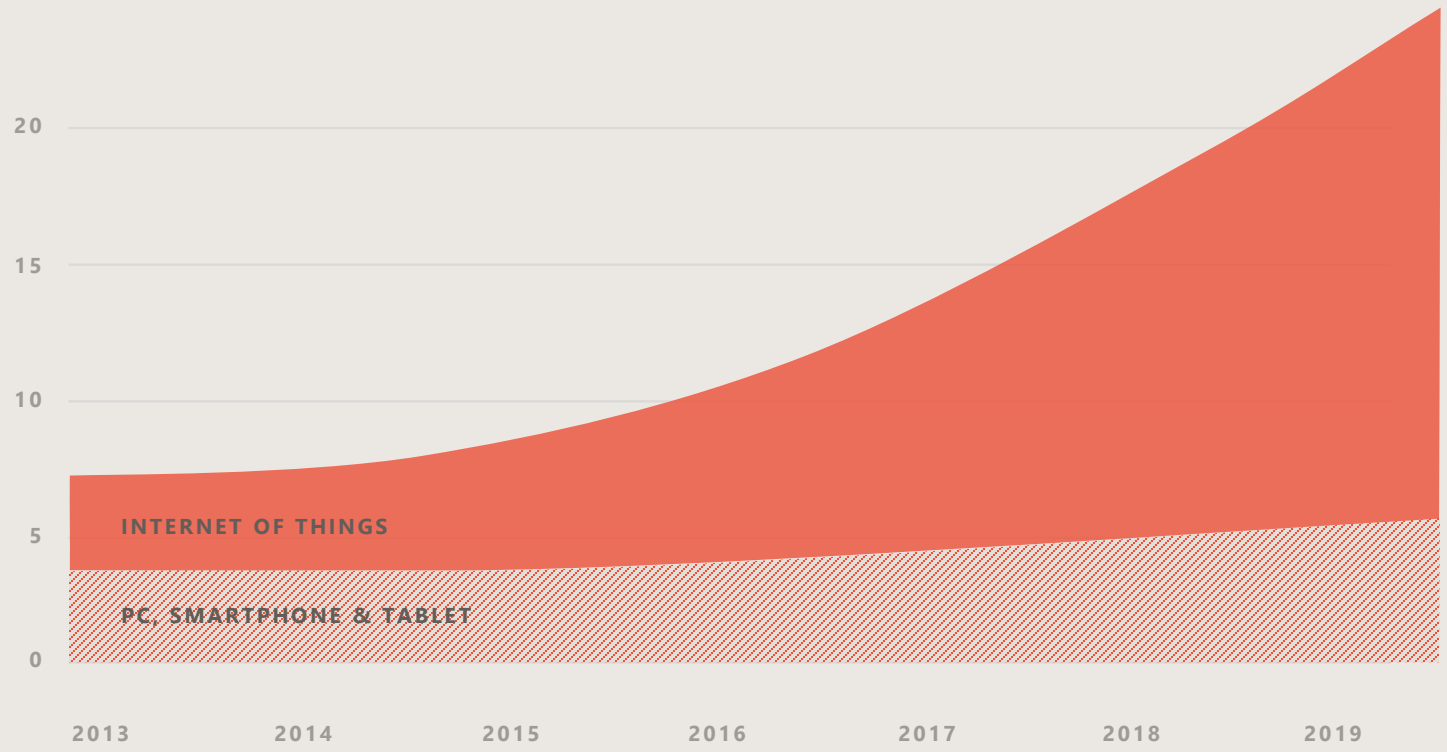
THE WORLD HAS CHANGED

OF THE FORTUNE 500
IN 1955…

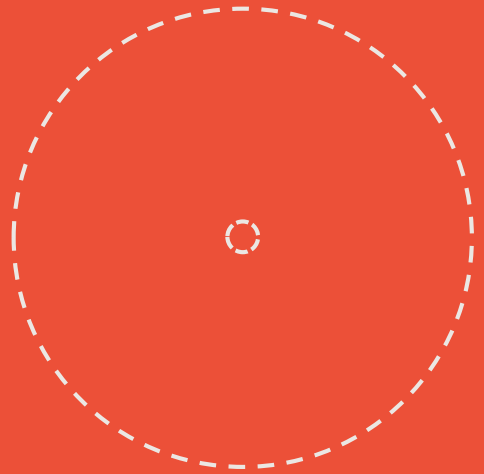
89%

ARE GONE



GROWTH OF CONNECTED DEVICES

BILLIONS OF UNITS



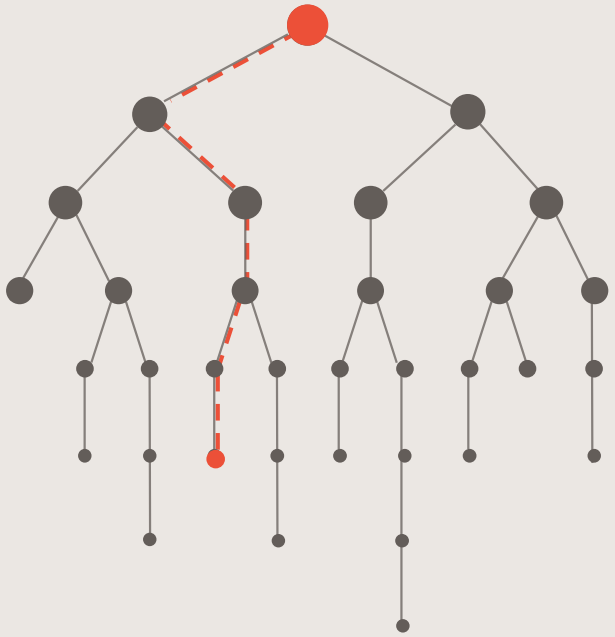
44
2020

ZETTABYTES
OF DATA

1 ZETTABYTE = 1 B TERABYTES

“WHAT IS SCARCE
IN ALL OF THIS ABUNDANCE
IS HUMAN ATTENTION”

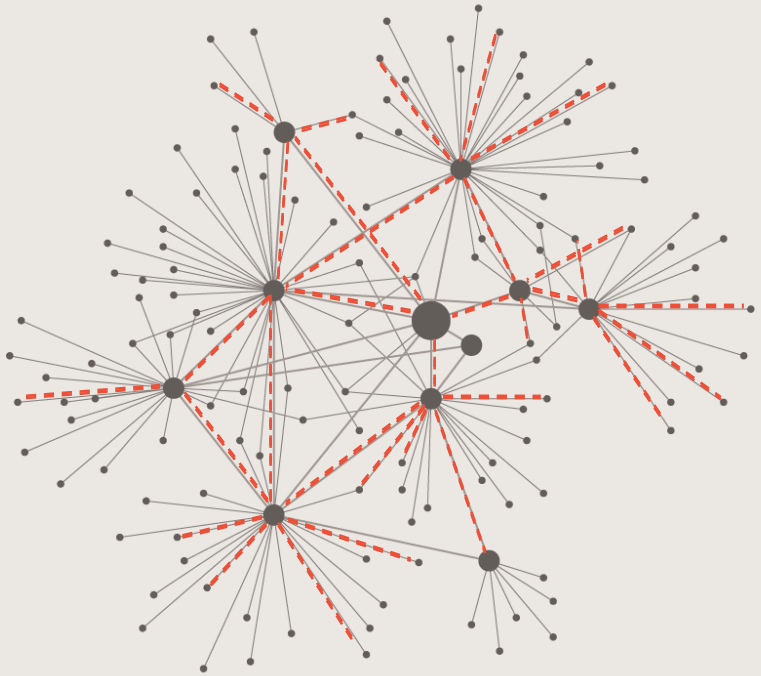
SATYA NADELLA



TRADITIONAL HIERARCHIES

INFORMATION MOVES SLOWLY

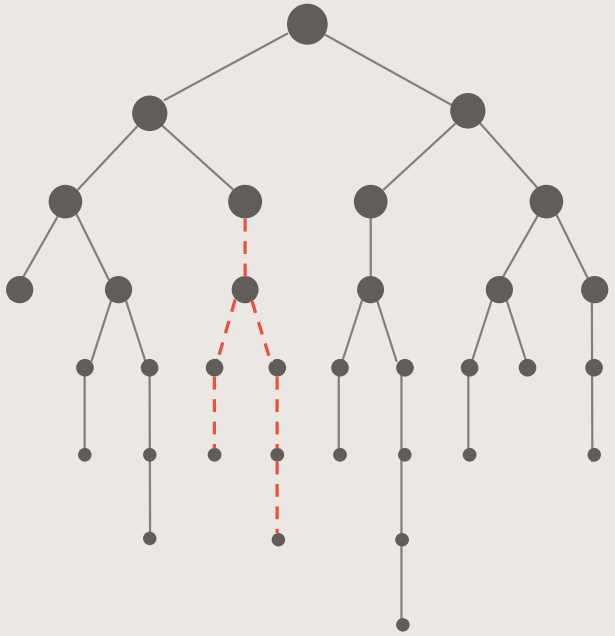
COMMAND AND CONTROL



RESPONSIVE NETWORKS

INFORMATION TRAVELS FAST

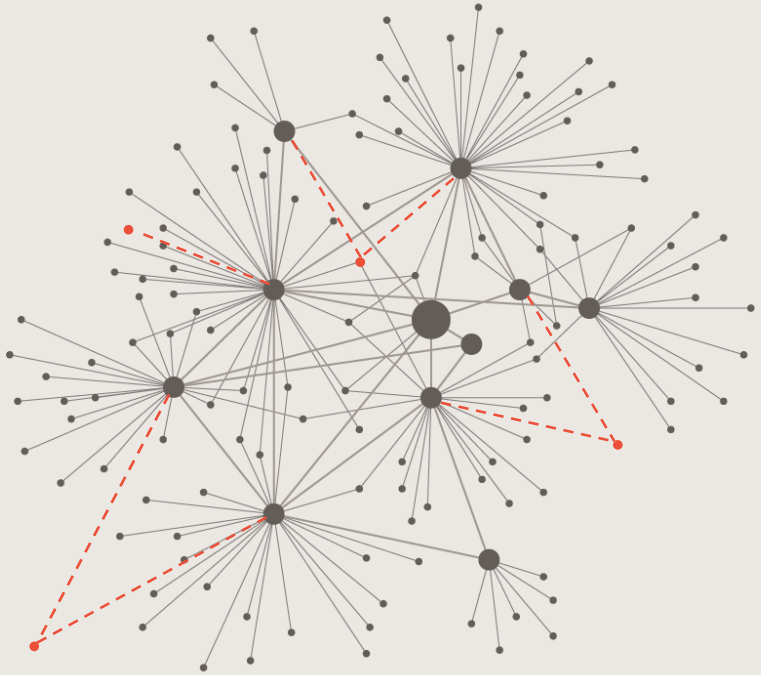
LEARN AND ADAPT



TRADITIONAL HIERARCHIES

FIXED WORKFORCES

SILOED TEAMS



RESPONSIVE NETWORKS

LEVERAGE THE ON-DEMAND

GLOBAL TALENT POOL

60%

OF DESKS ARE VACANT

If you can work from anywhere, what is the role of the modern workplace?

6X

COWORKING SPACES FROM 2011-2014

People value communities of innovation that provide access to knowledge and accelerate their learning

THE SHIFT

OLD WORLD	NEW WORLD
Information scarce	Information abundant
Static hierarchies	Dynamic networks
Compete to win	Collaborate to win
Individual productivity	Collective value creation
Focus on planning ahead	Experiment, learn and respond
Efficiency of process	Effectiveness of outcomes

HUMAN ACTIVITY

NIMBLE, HIGHLY MOBILE, CONVERSATION-DRIVEN EXPERIENCES
RAPIDLY BUILD SHARED INTENT & RESPONSIVENESS

KAT

INDEPENDENT BIOLOGIST
MULTIPLE PROJECTS
ASIA

LOOKING FOR WORK

LOLA

EXECUTIVE
OCEAN BIO SYSTEMS
EUROPE

LOOKING FOR EXPERTS

COLLABORATIVE

BRINGING PEOPLE TOGETHER

INTELLIGENT

LIVING SMARTER

NATURAL

FRICTION-FREE CREATIVITY

MOBILE

FLUID MOBILITY

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PRODUCTIVITY

FUTURE VISION

COLLABORATIVE

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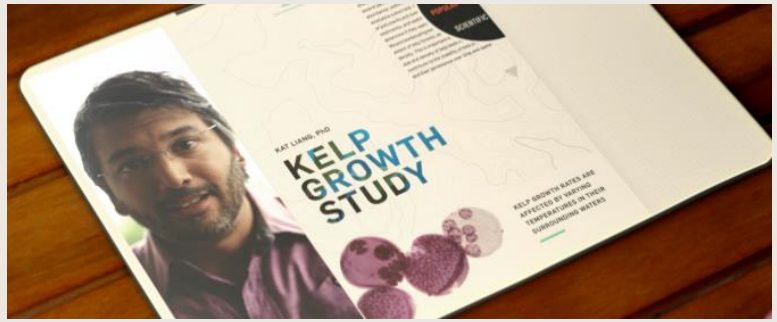
COLLABORATIVE

DO MORE TOGETHER

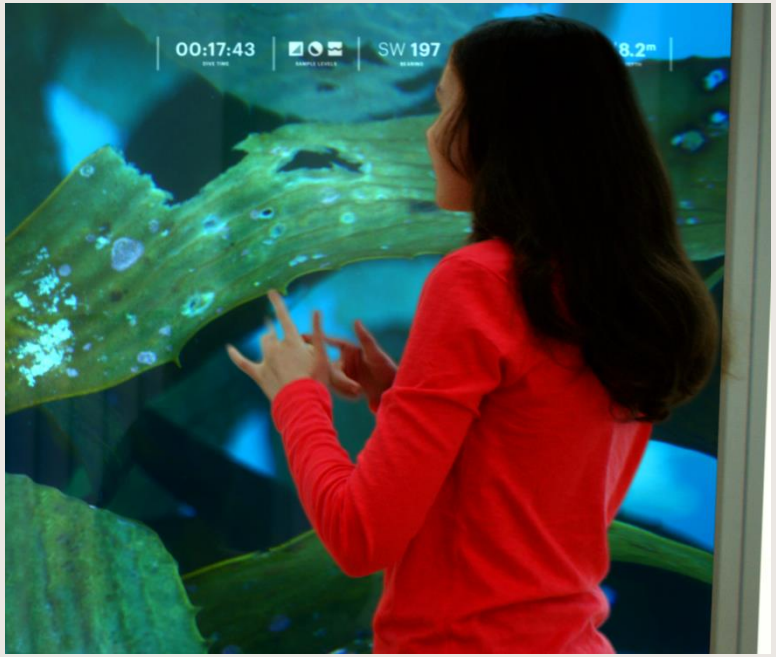
Enhance teamwork with multi-user environments and digital team workspaces designed for collaboration. Work more effectively both shoulder-to-shoulder and remotely

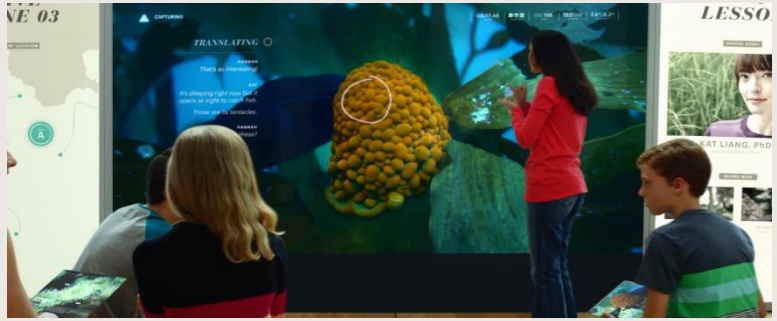


COLLABORATIVE

BE WITH ME

See through others' eyes, and share experiences in real-time and across language barriers

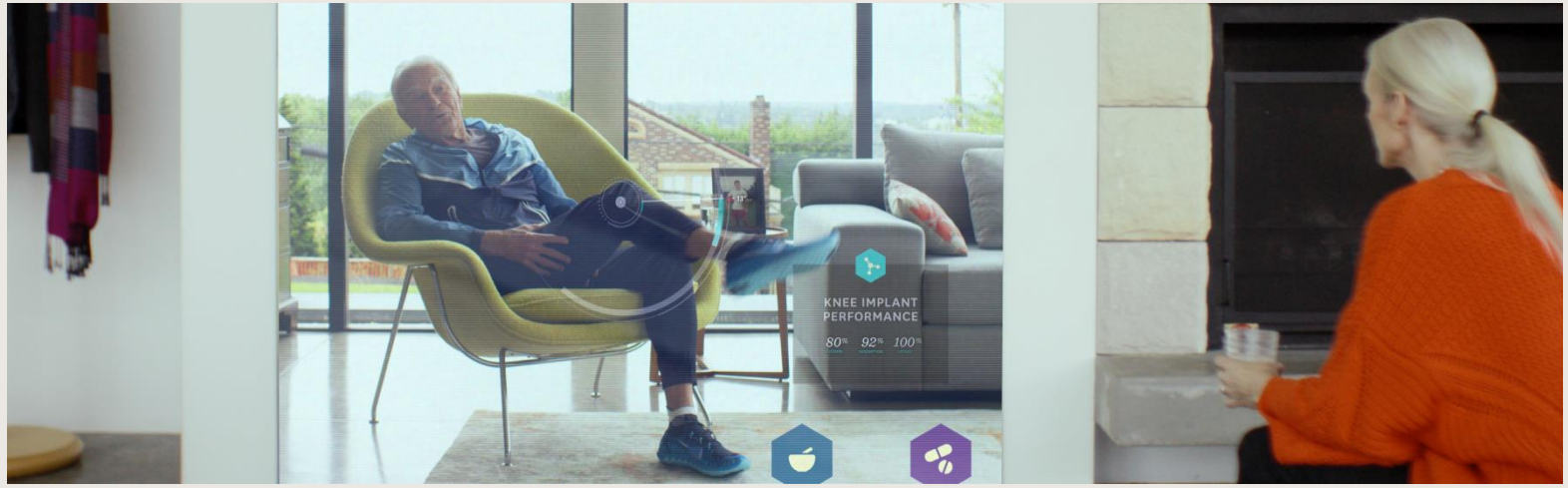




COLLABORATIVE

HIGH EMPATHY PRESENCE

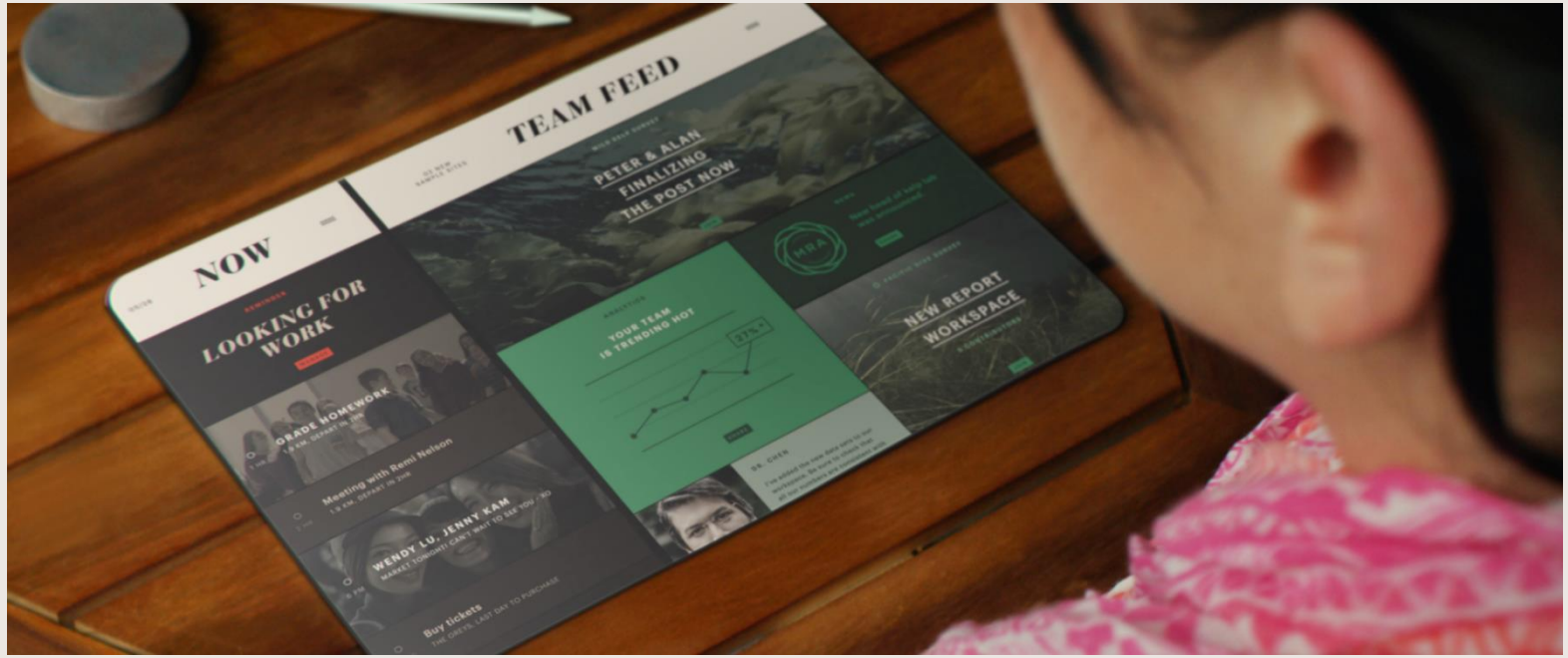
Collaborate naturally across distances, and interact with the same things as if you were in the same room



INTELLIGENT

CONTEXTUAL INFORMATION SERVICES

Stay current, focused and productive with the right information and capabilities delivered at the moment of need



INTELLIGENT

SMART PERSONAL ASSISTANCE

Personal digital agents and predictive intelligence services help you focus on what's important, eliminate rote tasks and reach desired outcomes faster

NATURAL

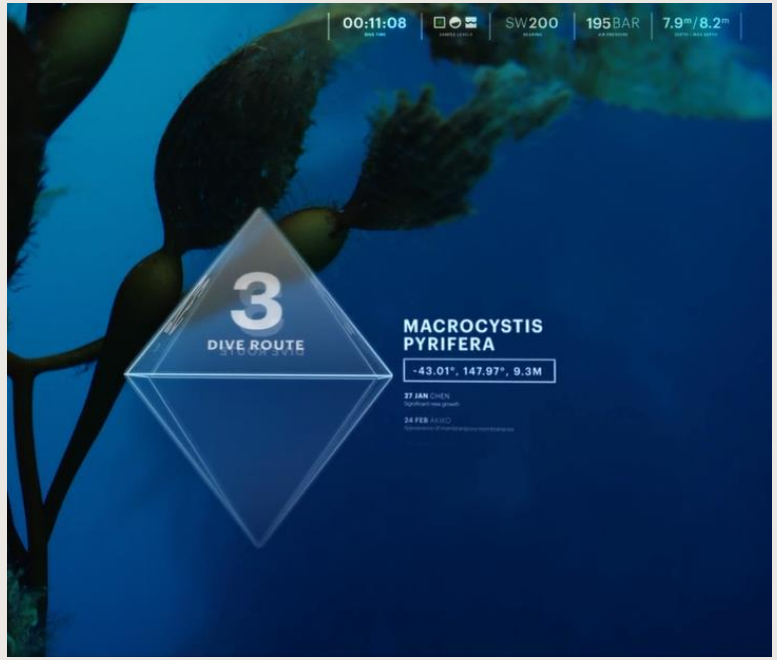
MIXED NATURAL INTERACTIONS

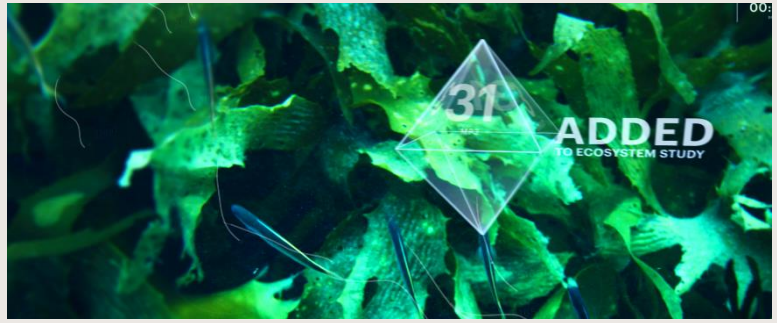
Interact with content and services on your terms, using fluid combinations of touch, voice, gesture, gaze, ink and traditional inputs to get your work done

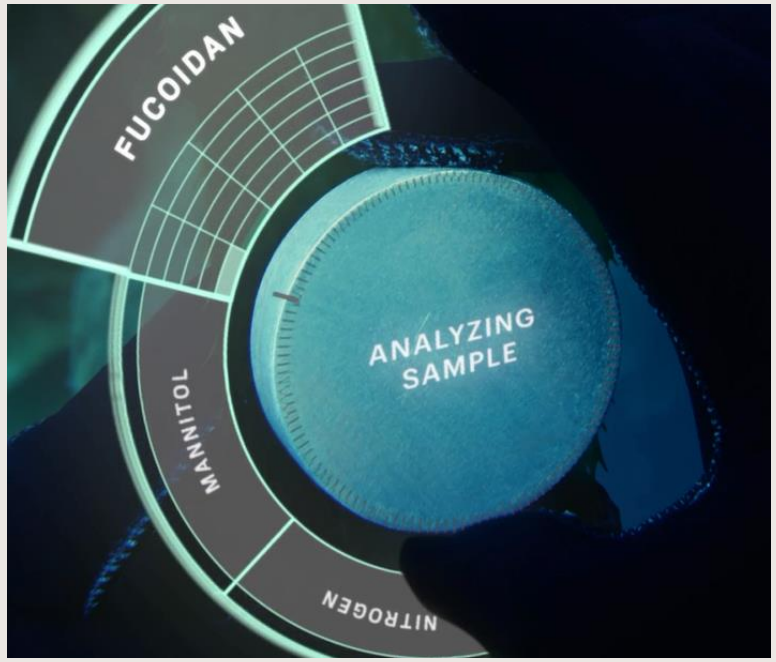
NATURAL

HOLOGRAMS IN MY WORLD

Interact in new ways with live 3D holograms placed in your world and contextual interfaces that augment your tools and surroundings



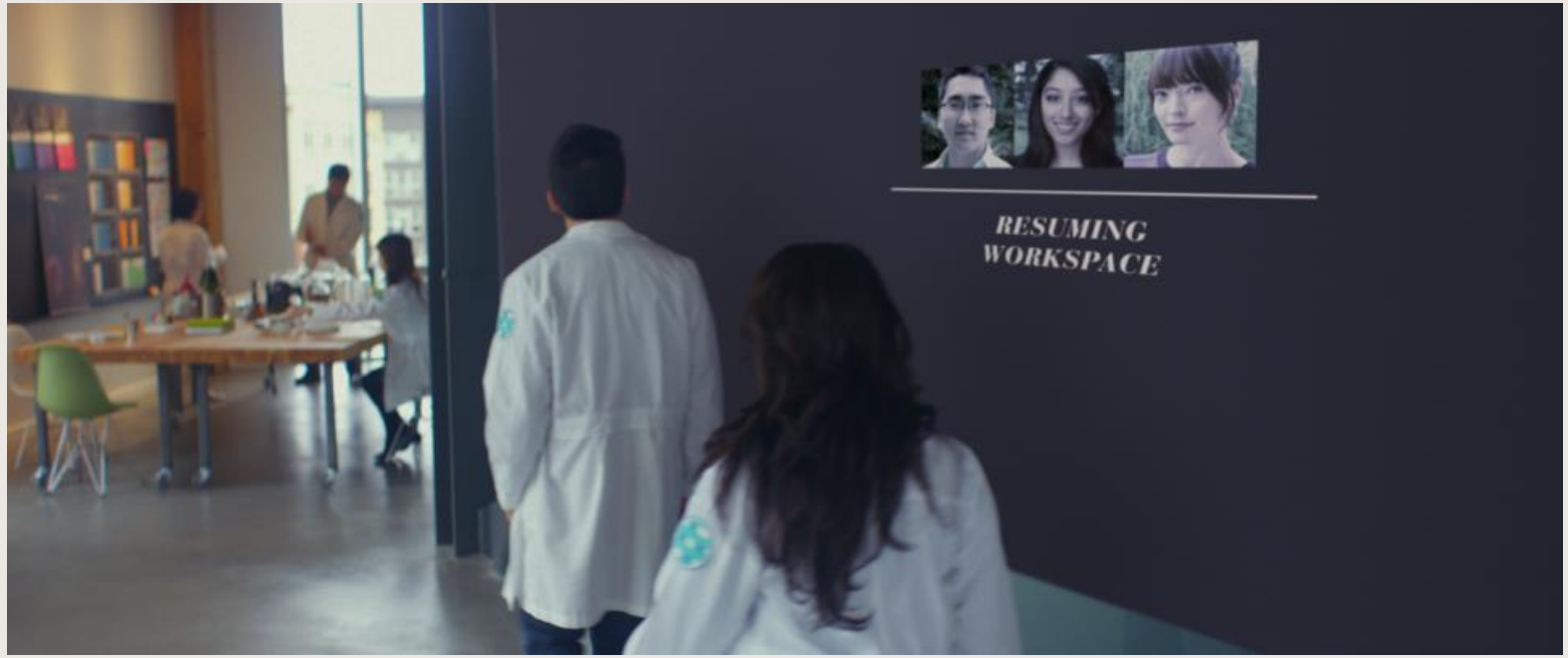




MOBILE

SECURE MOBILITY

Move your experiences fluidly and securely across locations and devices. Rehydrate devices and environments with your cloud-based workspaces



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FLUID MOBILITY

Our mission

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

我们的使命

予力全球每一人、每一组织，
成就不凡。