Editorial Highlights

The Record: Issue 2 – Autumn 2016

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Upfront

A round-up of all the latest technology trends, innovations, business wins and product releases from Microsoft partners operating in all sectors and across all geographies. Plus what to expect from the upcoming must-attend events in Microsoft’s calendar including Sibos and Ignite.

Cover story: cyber security

Cyber security is a companywide issue, and for good reason: data breeches have the potential to expose sensitive data, damage brands and lose companies and their customers millions of pounds. In fact, globally, cyber-crime is expected to cause over US$2 trillion in damage by 2019. Although cyber criminals’ and hackers’ methods are becoming more advanced, so are the technologies being developed to thwart their efforts. In this issue, we explore some of the ways in which Microsoft and its partners are helping enterprise businesses prevent data breaches, protect critical company data and keep their reputations intact.

Microsoft spokesperson: Ann Johnson, Worldwide VP for Cybersecurity

Communications and media

Delivering content more cost effectively

The convergence of online, digital content and the myriad of new form factors have created new expectations. Customers can watch what they want, when they want, where they want on screen sizes from 3 inches to 80 inches and everywhere in between. Broadcasters need a solution that delivers on all fronts. In this feature, thought leaders from Microsoft and its partner network share how tools like Microsoft Azure, Skype and Windows 10 are helping broadcasters achieve their multi-screen broadcasting goals in a profitable, efficient and timely way.

Speeding up streaming

Buffering and broadcasting delays are no longer accepted by today’s discerning viewers. In this feature we discover how Azure Media Services delivers broadcast-quality video streaming services to reach larger audiences on today’s most popular mobile devices. With features that enhance accessibility, distribution and scalability, Media Services makes it easy and cost-effective to stream content to audiences, both local and worldwide – without delay.

Financial services

Interview: Karen Cone, general manager of the Worldwide Financial Services Sector at Microsoft

In this exclusive interview, Karen shares her thoughts on the changes impacting the financial services sector today and outlines Microsoft’s strategy for the coming year.

Sibos preview

Peter Hazou, director of business development for the financial services sector at Microsoft, outlines what Microsoft will be covering at this year’s Sibos event: the need for banks to not only engage customers with compelling experiences, but to also empower their employees to drive customer intimacy and enable a digitally astute workforce; optimise operations to drive efficiency, manage risk, and meet financial regulatory requirements; and transform products with open and connected financial systems and processes.

The evolving role of the cloud in financial services

Sean Foley, Microsoft’s chief technology officer for the financial services industry, outlines how the changing regulatory landscape is accelerating the move to the cloud.

Plus: An exclusive interview with Matthaeus Sielecki, Head of Working Capital Advisory – Financial Technology, at Deutsche Bank regarding the growth of fintechs and the challenge/opportunity they present to banks.

Public sector

Mobile healthcare workers

​We find out how mobile solutions from Microsoft and its partners are providing a seamless experience that gives clinicians and other digital health professionals the information they need on a single, clinical-grade device. With Microsoft mobility solutions, health organisations can not only empower their clinicians to work more efficiently but, most importantly, help provide better patient care.

Technology supporting law enforcement

From body-worn cameras to smart weapons and digital evidence management, a variety of innovative technologies are emerging to support law enforcement operations. Separately, each technology offers distinct benefits. But only by connecting the technologies – creating what’s known as the connected police officer – are the benefits maximised to make officers safer and to streamline their work, while also promoting greater trust and transparency with the communities they serve.

Manufacturing and resources

Digital systems of intelligence

In an increasingly digitised world, having systems in place that are able harness the power of various touchpoints and information sources can provide a true competitive edge. In the manufacturing space, digital systems of intelligence are enabling a greater level of insight to be achieved. Sensors in products, after-market services, and customer feedback are all being used to gain a new level of digital intelligence, helping to meet demand in new and exciting ways. Sanjay Ravi, WW managing director of discrete manufacturing, tells us how Microsoft is helping to transform the industry with systems which define an organisation’s competitiveness and ability to change the entire landscape of the industries in which it participates.

The future of pharma

According to a recent report by pwc, the pharma industry is no longer being rewarded for incremental innovation, me-too products and selling the most pills. Companies will need to demonstrate that their brand adds value to patients and they will have to offer a package of products and health services that the market not only wants and needs but is willing to pay a premium for. In this feature Microsoft’s Claudia Roessler outlines the technologies that industry experts believe will shape the future of pharma companies.

Retail and hospitality

Optimising operations

It’s no longer enough for retailers to simply capture customer data; instead, they need to analyse it for patterns and get real insights that enable them to optimise operations, increase efficiency and drive profits, while better serving their customers. In this feature, ShiSh Shridar, Microsoft’s WW director for business intelligence solutions, explains how retailers can use analytics, machine learning and the cloud to combine customer information in their CRM systems with data from in-store and in-warehouse sensors to improve supply chain efficiency, enable accurate demand-driven inventory planning, omnichannel order fulfilment and much more.

Tomorrow’s guest experiences

In the hotel industry, factors such as reservations, arrivals, check-ins and check-outs are all of vital importance when looking to ensure guest satisfaction. With this in mind, hospitality companies are now looking into introducing new ways to improve the guest stay. In this special report we discover how venues such as The Cromwell, Caesars Entertainment’s newest boutique hotel in Las Vegas, are piloting Microsoft’s Connected Room Experience and the power of Windows 10 and the cloud to deliver the ‘wow’ factor.

Retail execution

MS spokesperson: Luke Shave, global industry marketing lead for CPG, retail, sports industries at Microsoft, takes a look at [AFS Retail Execution](https://appsource.microsoft.com/en-us/product/azure/afs.094f18d0-7f28-4a0d-bdbb-61172800444b?breadcrumbUrl=%252Fen-us%252Fmarketplace), a mobile solution built on Microsoft Azure, which is designed to empower field sales and merchandising staff to quickly manage daily in-store tasks, improve shelf performance, promotion compliance and overall efficiency. The solution provides active in-store data capture and insights: product audits, in-store surveys, photos, planogram compliance and more. It will be available from October.

Issue 2 of *The Record* will be at the following events:

Microsoft Ignite (Atlanta 26-30 Sept); SIBOS (Geneva 26-29 Sept); 11th Annual European Manufacturing Strategies Summit (Dusseldorf 4-6 Oct); BAI Retail Delivery (Chicago 5-7 Oct); IPExpo (London 5-6 Oct); Directions EMEA (Prague 12-14 Oct); Apps World (London 19-20 Oct); Money 20/20 (Las Vegas 23-26 Oct); HTNG 2015 European Conference (Barcelona 25-27 Oct); 44th Efma Congress (Barcelona 27-28 Oct); Future Decoded (London 1-2 Nov); Acord 2016 (Boca Raton 1-3 Nov); Smart City Expo World Congress (Barcelona 15-17 Nov); and the World of Health IT (Barcelona 21-22 Nov).

In future issues:

Issue 3 – Winter 2016

Publication date: December 2016

*Cover story*: **Meeting customer expectations**

Customers are more sensitive than they’ve ever been before, with millisecond differences in page load times determining a good or bad user experience, same day delivery now makes overnight delivery seem like an eternity, and customer tolerance for imperfections is near zero. There are nearly three billion people with Internet-connected devices, giving customers access to more information than ever before. In this issue we take a look at how Microsoft is enabling organisations across every sector to deliver better products and services faster, and for less.

Note: this editorial plan is subject to the interview availability of the organisations and individuals listed. Suggested topics are also subject to change.