Digital transformation is the new industrial revolution

The first revolution helped humans mechanize production with steam power, followed by the second revolution which was enabled by electricity and brought on the era of mass production. The third revolution focused on electronics and information technology.

The speed of current breakthroughs and the exponential pace of disruptive innovation now bring about a fourth industrial revolution—characterized by unprecedented processing power, storage, access to knowledge, and the blurring of lines between physical, digital, and biological space.

Capitalizing on this phenomenon is the key to innovation and growth. Every company is a software company. From the rise of connected devices and other “things” within the Internet of Things (IoT), the growing mounds of data, to mixed reality and the next frontiers, the challenge for business leaders is to harness the disruptive force of technology to increase efficiency and shape their destiny.
People, at work or at home, in teams or alone, need to make the most of their time. We live in a world where devices outnumber people and create more data than people can consume. The pace of change is faster than ever. Technology has led to disruptions in our personal and our professional lives.
Workplace disrupted

2x
THE NUMBER OF TEAMS COMPARED TO FIVE YEARS AGO

90%
OF THE WORLD’S DATA WAS CREATED IN THE LAST TWO YEARS

4x
INCREASE IN PEOPLE WORKING REMOTELY OVER THE PAST 10 YEARS

50%
OF WORKFORCE WILL BE MADE UP OF MILLENNIALS BY 2020

By promoting employee engagement, digital workplaces create a workforce that makes discretionary contributions to business effectiveness.

Employees whose goals align with the organization’s mission are more likely to be enthusiastic team contributors, resulting in better business performance.

Digital workplaces have an explicit goal of creating a consumer-like computing experience that enables teams to be more effective, where collective creation happens seamlessly.

Most employees in their consumer lives have a growing level of digital literacy that most businesses do not exploit.

Digital workplace strategies exploit emerging smart technologies and people-centric design, security and compliance to support dynamic, non-routine work. Productivity tools should anticipate what we need and prioritize what matters most for us, and work in a natural way—touch, voice, gesture—and enable new experiences.

The changing nature of work demands a significant degree of employee autonomy that is not well supported by existing technology infrastructure. Any device should be able to become “your device”—so your content is with you regardless of location, device or platform.

“The digital workplace is a business strategy that enables new and more effective ways of working, improves employee engagement and agility, and exploits consumer-oriented styles and technologies.”

—*Gartner

*Source: https://www.gartner.com/doc/2715219/digital-workplace-key-initiative-overview
What is scarce in all of this abundance is human attention

– Satya Nadella

We will increasingly live and work in a real-time information environment. In this environment, human attention, not information, becomes the scarce resource.

How can we harness the fast moving river of data, information and conversations rather than be distracted or overwhelmed?
The explosion of data and devices is changing the way we live and work. New modalities are layering on top of existing ones. We are all increasingly used to and adept at using social media in our personal lives. It is playing an increasing role at work, for example, using LinkedIn to connect with colleagues. Social networking helps address how people want to work, but can be challenging in adding to the overall volume of ‘noise’.

We live in a world where there is a cacophony of data

3 billion people with internet-connected devices

212 billion sensors, devices and things by 2020

90% of world’s data created in the last two years
The democratization of the workplace

For the most part, we are still running companies the same way today as we did in the age of information scarcity. Doing the same things repetitively, at scale and with a focus on maximum efficiency. But a shift is underway. In the real-time, information-abundant world, these are no longer the best strategies for success or even survival.

In the emerging environment, sharing and collaborating are the new success factors. Networking and trust yield better results than protectionism, and finding the answers together is a better work mindset than struggling alone. Decision making is pushed to the edges, empowering and engaging employees.

As the pace of change accelerates, companies that operate this way are ultimately more resilient and responsive than brittle hierarchies finely tuned for efficiency. They will choose and deploy resources to maximize effectiveness and responsiveness, often at the cost of efficiency.

Sources:
Be with me

See through others’ eyes, and share experiences in real time and across language barriers.
Do more together

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

High empathy presence

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

Smart personal assistance

Personal digital agents and predictive intelligence services help you focus on what’s important, eliminate routine tasks and reach desired outcomes faster.
Contextual information services

Stay current, focused and productive with the right information and capabilities delivered at the moment of need.
Work with real-time data
Invoke, visualize and model with real-time data to gain insights on-the-fly, support your discussions and make better decisions.

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.

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.
Modern expression

Easily capture and express ideas on-the-fly. Create beautiful, interactive content across formats using intelligent design engines and dynamic, live data.

INCREASED PRODUCTIVITY IN TODAY’S DIGITAL WORKPLACE

25%

15%

65%
Adaptive & secure mobility

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

Extend and augment your experiences to create richer modes of interactions by taking advantage of the internet of things and connected devices in your environment.
Delivering business outcomes through your digital transformation

**Empower your employees**
Designing a workplace where every working style can thrive—one that harnesses digital intelligence to improve experiences and enables the flexibility of mobility, while keeping your organization, people, and information secure.

**Engage with your customers**
A digital workplace makes employees more responsive to customer needs and creates more effective marketing and sales.

**Transform your products**
In a digital workplace, employees transform products by being first to market, shortening product cycles, and improving design.

**Optimized your business processes**
A digital workplace streamlines a business with reduced downtime, lower maintenance costs, better equipment longevity, and higher employee skill and satisfaction.
How to accelerate the value imagined and realized from your digital workplace experiences

**Dream**
Envision the art of the possible

**Design**
Build your desired state and roadmap

**Deliver**
Bring your vision to life

**TRENDS AND INSIGHTS**
What are the key trends and insights that are relevant to your organization?

**DIGITAL VISION**
How do you envision the future reality of your organization?

**DIGITAL JOURNEY MAP**
How do your customers engage with your organization?

**SCENARIO PLANNING**
How will you challenge the convention by envisioning the Imagine if...? What if...?

**SOLUTION STORYBOARD**
What solutions would address your scenarios?

**VALUE SCORECARD**
What’s the value of the new outcomes?

**ROADMAP**
What are the phases and milestones to get there?

**ECONOMIC JUSTIFICATION**
How will this drive revenue?

**ADOPTION & CHANGE MANAGEMENT PLAN, AND ROADMAP**
How can we address implementation challenges through an adoption and change management plan, and roadmap?

**DIGITAL TRANSFORMATION UNIT**
What team will get us there?

**PROTOTYPE**
What will the future look like?

**AGILE STORYBOARDING**
What are the project features’ sequence and interconnectedness?

**RAPID PROTOTYPING**
Can we see it in action?

**VALUE ENGINEERING**
Are we making the right trade offs to deliver the lowest cost consistent with required performance, quality and reliability?

**TRANSFORMATION ROADMAP**
How will we move forward in a prioritized manner?

**VALUE DELIVERY AND MANAGEMENT**
As we deliver, how will we monitor and control?
Microsoft Services empowers organizations to accelerate the value imagined and realized from their digital experiences.

Imagine.
Realize.
Experience.

microsoft.com/services