



# Transforming Microsoft to Empower You

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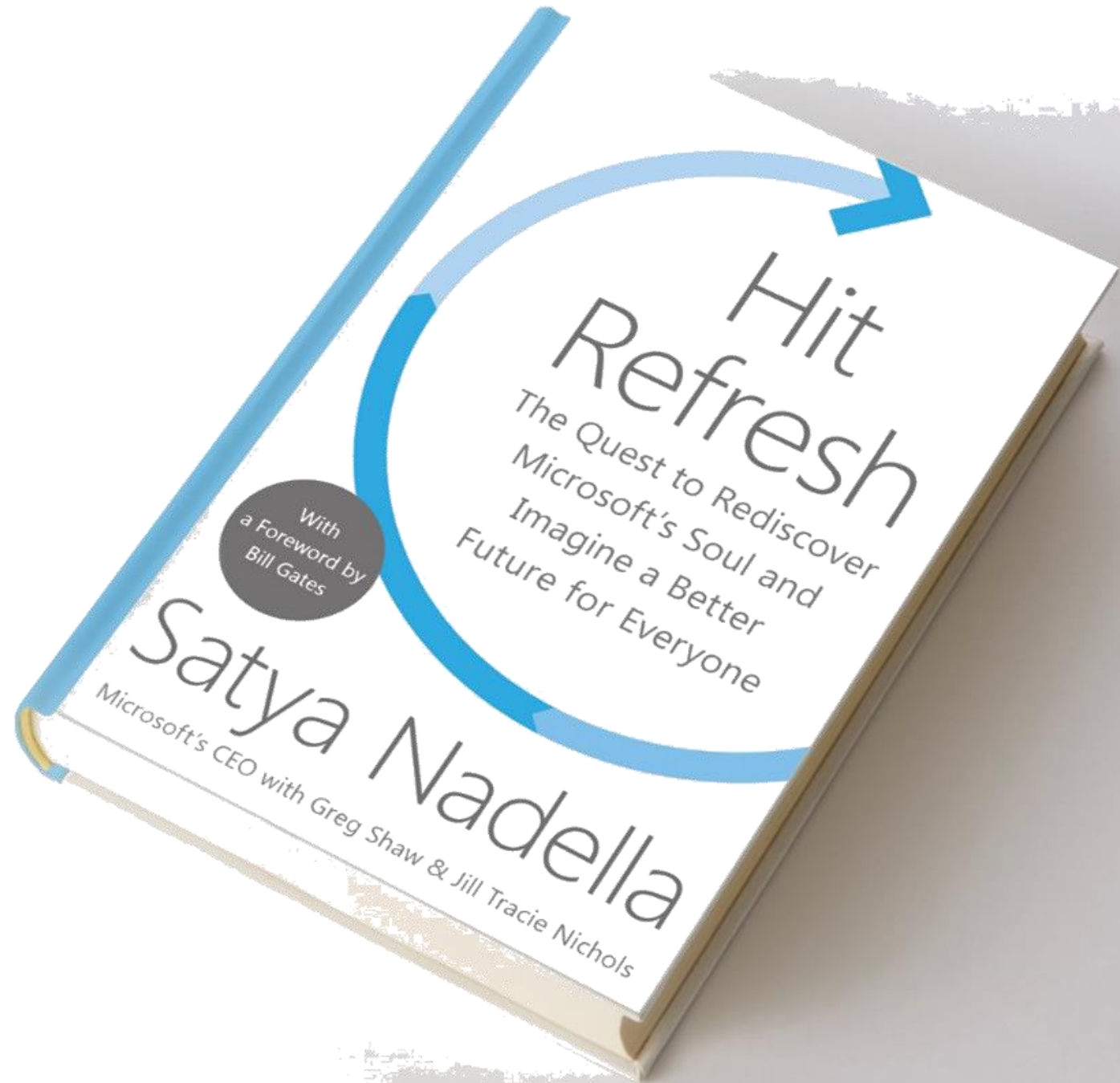
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“Every person, organization, and even society reaches a point at which they owe it to themselves to hit refresh—to reenergize, renew, reframe, and rethink their purpose.

If only it were as easy as punching that little refresh button on your browser. ”

Satya Nadella, *Hit Refresh*



# Customer and employee feedback

"Make it easier for me to work with you."

"I need access to more technical help."

"Know me, and know my industry and business."

"Help me get value from the cloud."

"My customer needs helps with transformation and wants me to bring new insights to our discussion."

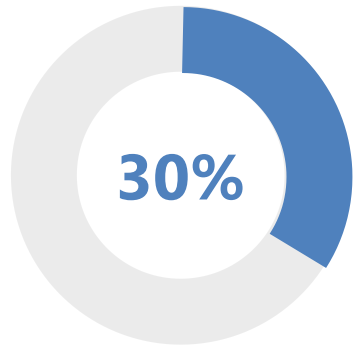
"Give me the room to learn from failure."

"Help me prioritize my training."

"Too many internal meetings and inefficient processes."

"Help me run my extended teams."

# Digital is changing the landscape



Businesses monetising their information assets



Of CEOs expect digital selling to increase profit margins

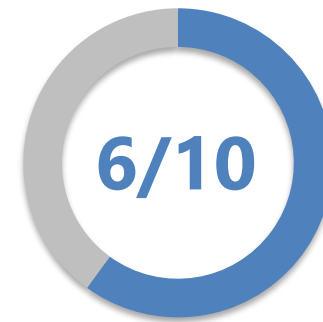
84%



Digital companies generate \$100M more in operating income each year



By 2020, the scale up of digital business strategies will drive 60% of IT spend



CEOs plan to build IT and digital capabilities in-house

# Supporting our customers' digital transformation



Modern workplace



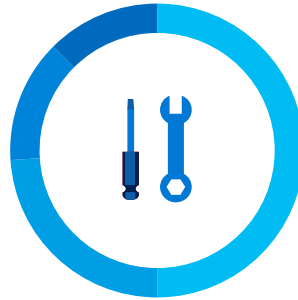
Business applications



Applications & infrastructure



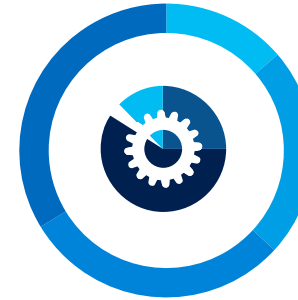
Data & AI



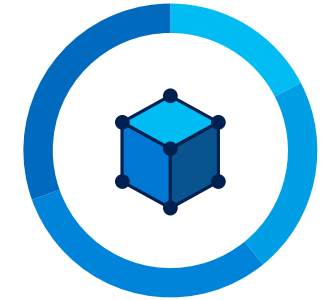
Empower employees



Engage customers



Optimize operations



Transform products

# Microsoft's global sales transformation



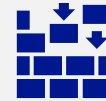
Segmentation  
and Industry  
focus



Deeper  
technical  
expertise



Invest in  
Customer  
Success



Build and sell  
with Partners



Compensation  
for a cloud  
world

# Our journey of transformation

FROM...

To...

ENGINEERING



Packaged software

Cloud Services & Devices

SALES MOTION



Manual, Transactional Selling

Viral Find/Try/Buy/Use, Customer Self-Service, Data-Driven Sales & Marketing

SUPPORT



Add On for Cloud Services

Integrated support offerings that deliver more customer value

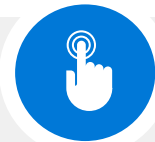
PARTNERS



Partner ecosystem slow to change

Help new Cloud Partners scale; focus on IP

SELLER FOCUS



Selling Licenses

Customer Success, Usage & Consumption

READINESS



3-year cycle of product releases

Continuous cycle of innovation

COMPENSATION



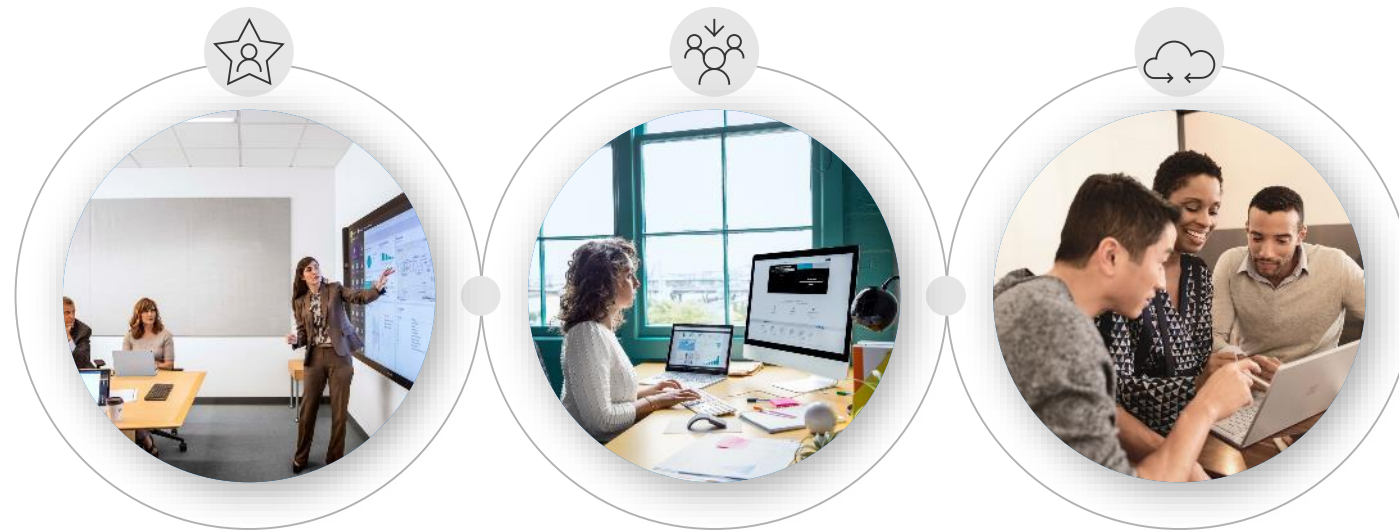
PERFORM (Revenue)

PERFORM and TRANSFORM (Consumption)

# Empowering Digital Success

Embracing new habits to become the most trusted cloud sales force on the planet

*Sales, marketing, services*



**Learn and coach**

**Use simplified  
tools**

**Connect with  
new rhythms**

# Market reaction

FINANCIAL TIMES

Microsoft on track for strongest annual growth in over a decade

FORTUNE

Microsoft's Latest Earnings Shows Cloud Growth, But Don't Forget About Windows

**VentureBeat**

Xbox made \$2.25 billion for Microsoft last quarter

**THE VERGE**

Microsoft's bets on Surface, gaming, and LinkedIn are starting to pay off



REUTERS

Microsoft tops estimates as Azure, Office products drive gains

Morgan Stanley

Azure growth slowed to 93% growth in Q3... The durability of AWS growth makes it more difficult for Azure to catch up in the Public Cloud race

“We are what we repeatedly do.  
Excellence, then, is not an act, but a habit.”

Aristotle



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