Digital transformation, accelerated:  
How to move forward in the midst of a global crisis

No industry has been left unscathed by the global health crisis of 2020. Change is happening—along with innovation and forces for progress.

Organizations are assessing their digital transformation efforts to meet the many challenges posed by COVID-19. Those that already had the partners and tools in place for their digital transformation were able to quickly adjust to meet new customer needs. As a result, these organizations are benefiting from innovative business outcomes, while providing valuable lessons learned.

We’ve seen two years’ worth of digital transformation in two months. From remote teamwork and learning, to sales and customer service, to critical cloud infrastructure and security—we are working alongside customers every day to help them adapt and stay open for business in a world of remote everything.

Jeeta Nathpal, LEAD, Microsoft

Here’s how a few industries are embracing change—and how you can accelerate your own digital transformation journey.

Financial services

Enable employees to serve customers and work from anywhere with continuous remote access to everything.  
Read Howden India’s story >

Government

Modernize outdated platforms to reduce costs, improve scalability, and meet compliance requirements.  
Read the Exchange’s story >

Healthcare

Consider new solutions to solve old problems, such as virtual visits to meet with patients in a safer environment while improving efficiency and provider accessibility.  
Read CHFT’s full story >

Manufacturing

Have the data and analytics to be agile and flexible, and adjust to new customer needs, thus improving the customer experience.  
Read Siemens Smart Infrastructure’s story >

Retail

Even in the face of unprecedented disruption, you can engage with customers more meaningfully to create strong, long-lasting relationships.  
Read Sievers Michelle Wine Estates’ story >

Financial services

Having access to tools that allow you to stay connected wherever you are, is absolutely critical. With Microsoft 365, emails, important documents, calendars, and contacts are all at your fingertips in a completely secure environment.

Girish Mantri, CFO, Howden India

Government

For the Washington Health Benefits Exchange, replacing legacy equipment in an on-site data center would require an upfront capital outlay of $50,000. By moving to Azure Government, the exchange was able to complete its back-end project in just six weeks and for far less money than it would have cost to reprocure legacy equipment, an annual cost avoidance of $650,000.

Healthcare

Have access to tools that allow you to stay connected wherever you are.  
Read the Exchange’s story >

Manufacturing

From the patient’s perspective, virtual care is anlagen. They benefit the most patients, let us reduce costs, and it is a win-win for everyone.  
Read CHFT’s full story >

Retail

Digital transformation enables Siemens Smart Infrastructure’s clients to quickly adapt to disruptive changes at any time.

Miia Suortti, Director of Digital Marketing, Ste. Michelle Wine Estates

For the Washington Health Benefits Exchange, replacing legacy equipment in an offsite data center would require another upgrade in about five years, meaning it has a shorter lifecycle. By moving to Azure Government, the exchange was able to complete its back-end project in just six weeks and for far less money than it would have cost to reprocure legacy equipment, an annual cost avoidance of $650,000.

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