The Future of Business Resilience

Section 1: The need to transform and build resilience

Today’s leaders understand that they need to fundamentally rethink and change how they operate. Organizations that are successful in navigating these changes have one thing in common: they are resilient.

Microsoft’s mission is to empower every person and every organization on the planet to achieve more. This means strengthening resilience across your people, teams, and organization.

Digital transformation is more urgent than ever.

Even organizations that were further along in their digital transformation journey before the pandemic now need to move more quickly. The imperative isn’t just to transform, but to improve agility, speed to market, and stability via better agility and flexibility.

“Today’s leaders understand that they need to rethink and change how they operate.”

Microsoft

Build resilience and improve your bottom line

Every organization is on a journey to respond to the crisis, recover from it, and reimagine their business—and no two organizations will look alike.

The need to transform and build resilience

80% of business leaders, across all industries, intend to accelerate their digital transformation in the next 12 months.

Digital transformation is more urgent than ever:

Even organizations that were farther along in their digital transformation journey before the pandemic now need to move more quickly. The imperative isn’t just to transform, but to improve agility, speed to market, and stability via better agility and flexibility.

“We’ve seen two years’ worth of digital transformation in two months.”

Satya, CEO, Microsoft

FY20 Q3 Earnings Call

Agility

40–50% faster speed to market

Productivity

20–30% higher workforce productivity

Stability

Up to 60% fewer IT errors and less rework

Performance

12–20% additional earnings before interest and taxes

Martekon

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Every organization is on a journey to respond to the crisis, recover from it, and reimagine their business—and no two organizations will look alike.

Employee safety and ensuring business continuity are immediate priorities for every organization. As organizations move from the respond to the recover phase, they should focus on adjusting quickly to the new realities on the ground.

Leaders should plan to make targeted investments for the reimagination phase. Research shows that preemptive transformations are 14 percent faster and have 50 percent higher return on investment than reactive ones.

Every business can take action across all phases today to help ensure business continuity and build a sustainable competitive advantage. Organizations that navigate all three phases successfully are more likely to emerge from this crisis with a larger market share than before.

Respond

Countries and cities lockdown to flatten the curve.

Ensure safety and business continuity:

Tackle immediate priorities to keep employees safe and stay in business.

Recover

Nations fight crisis and emerge at different times, but new learnings could happen.

Prepare to re-engage and re-open:

Be ready to go in the right market and at the right time.

Reimagine

Vaccines and treatments become available, but uncertainty and volatility linger.

Invest for sustained competitive advantage:

Transform to strengthen resilience and thrive in the future.

Migrate to the cloud to save money and improve agility.

Consolidate data and analytics across silos to make better decisions.

Orchestrate the supply chain from end to end to rapidly adjust to fluctuations.

Personalize sales and service to increase conversion and satisfaction.
Thriving in the face of change requires resilience across six dimensions

As you transform, it’s critical to strengthen resilience across all areas of your organization.

Key enablers for stability and adaptability

Business continuity and growth

Robustness on a foundational level

A three-step approach to strengthen resilience

COVID-19 has increased cost pressure on most organizations. For example, 90 percent of leaders expect stricter funding policies for their transformation.

Given these constraints, as well as the need to accelerate change, leaders need to achieve more with less. Prioritization is critical and we suggest a three-step approach.

1 Where do you need to address immediate continuity imperatives?

Tackle immediate priorities to respond to the lockdown, such as keeping employees safe and ensuring continuity in sales and operations.

Address key imperatives in preparation for emerging markets so you are able to ramp up your business in the right lanes at the right time.

2 What is your resilience ambition?

Decide your required level of resilience based on the impact of COVID-19 on your sector and the expected amount of future digital disruption you should expect.

Determine where to build best-in-class resilience to future digital disruption, using resilience as a differentiating factor.

3 Where should you invest to build sustainable resilience?

Assess your maturity on all six resilience dimensions to identify gaps between your ambition and your current resilience status.

Target resilience dimensions on which you are exposed, such as vulnerabilities to cyber threats, or even terminators of an organization, and strengthen your resilience across all areas.

Assess your maturity and target state on all six resilience dimensions

For each resilience dimension, the capabilities typically seen in organizations are “exposed,” “viable,” and “future-ready.”

At a minimum, organizations should be “viable,” if not “future-ready” in each dimension and prioritize those that are “exposed.”

This is particularly true for cybersecurity and financial strength, where vulnerabilities could deeply interrupt or even terminate an organization.

Once an organization is “viable” on each dimension, it can build toward its full ambition: becoming “future-ready” in the dimensions needed to weather other disruptions and differentiate itself to thrive in the future.

To ensure you are at least viable on each dimension:

- Digitally augment operations to quickly adapt to cost pressures and ensure availability and visibility of core systems even in an increasingly distributed environment.
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Section 2

An action plan to assess and strengthen your resilience

Protect and grow the top line

Development and agile operations

Enable people

Accelerate data and digital platforms

Enhance cybersecurity

Strengthen financials

Strengthen, develop, and grow operations

Tackle immediate priorities to respond to the lockdown, such as keeping employees safe and ensuring continuity in sales and operations.

Address key imperatives in preparation for emerging markets so you are able to ramp up your business in the right lanes at the right time.

Digitize and scale operations

Read, quality, and manage disruptions in supply chains, manufacturing, and corporate functions.

Enable people

Singapore employers to hire new graduates, collaborate more with universities in state-of-the-art curricula, adapt with a variety of management and development.

Accelerate data and digital platforms

Increase the reliability and availability of your IT infrastructure.

Enhance cybersecurity

Safe-guard digital assets and meet regulatory requirements.

Strengthen financials

Ensure financial liquidity with an emphasis on cash management, liquidity planning, and working capital.

Customer journey across channels, sales, marketing, and e-commerce platforms

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Surprise where you want to be a future-ready agility

Survive where you want to be a future-ready resilience

To maximize agility.

Oversight and control oversight to be in line with ambition and target state across all six dimensions.

To achieve steps 1 to 3.

To ensure you are at least viable on each dimension.

Envision the customer journey

To survive where you want to be a future-ready agility.
Microsoft is uniquely suited to partner with you on your journey

Our end-to-end, integrated portfolio of cloud solutions across Microsoft 365, Dynamics 365, and Azure—along with Microsoft Power Platform—is built on a foundation of security and privacy, and helps every organization in every industry build resilience and improve the bottom line.

Our solutions help you strengthen resilience across your people, teams, and organization

Inventing in workforce training and certification

Expanding access to technical skills is critical to a successful economic recovery. To help address this need, Microsoft offers free, interactive, and immersive learning to help you and your team remain competitive in a rapidly changing market.

You’ll grow your skills, earn industry-recognized certifications, and discover opportunities to move you towards your professional—and organizational—goals.

Learn more at aka.ms/trainingandcertification.

Microsoft solutions help you quickly build key capabilities

Protect and grow the top line

Microsoft provides a foundation for organizations to expand their business and build on the core applications that support your day-to-day operations.

Develop agile operations

Microsoft solutions help you quickly adapt by automating the supply chain, distribution partners, and in transit. You can ship from anywhere by automating the workflow.

Enable people

Microsoft solutions help you strengthen resilience across your people, teams, and organization.

Accelerate data and digital platforms

Rapidly adapt and automate end-to-end customer journeys, enabled by self-service workflows. Our solutions optimize costs, and differentiate your value.

Enhance cybersecurity

Integrated portfolio of solutions

End-to-end, integrated portfolio reduces need for point solutions. Trusted, extensible cloud platform across application infrastructure, data and AI, productivity and collaboration, and business applications.

Familiar and easy to use

Quick to deploy and adopt (speed to value). People-centered design and familiar user experience.

Built-in productivity

Secure, end-user productivity. Best-in-class intelligent protection against cybersecurity threats. Comprehensive solutions across people, devices, apps, and data.

Differentiated value

Lower total cost of ownership. Reduced complexity of point solutions optimizes costs. Capital expenditure shifted to operating expenditure.

Integrated end-to-end customer journeys

Omnichannel and personalized engagements in a rapidly changing market.

Frequent IT investment portfolio management processes.

Improved operational stability and autonomously.

Cash planning with AI-based forecasting and clear liquidity. Reduced complexity of point solutions optimizes costs.

Asset-light, operating expenditure–driven cost structure (such as using cloud and software as a service).

Reliability, availability, and network resilience. High-quality and real-time data access.

Microsoft solutions provide on-premises ready, clean data and distribution partners.

High-light, operating expenditure-driven cost structure and end-to-end cloud and software as a service model.

Cost planning with AI-driven forecasting and sophisticated management processes.

Flexible and redundant supply chain and distribution partners. Low total cost of ownership. End-to-end and highly flexible data and digital platform.

Visibility into supply chain and operations into a day or real-time basis. Frequent and well-aligned forecasting and portfolio management processes.

Microsoft solutions help you strengthen resilience across your people, teams, and organization.

Strengthen financials

Azure migration

Remote development

Sales and service

Remote supply chain

Business insights and analytics

Recovery

Financing

Device and app life cycle management

Enterprise

Business

Operate

Invest

Microsoft 365

Azure

Dynamics 365

Microsoft Power Platform

Developer user experiences.

Developers can ship code, collaborate, and ship from anywhere. Developers code, collaborate, and ship from anywhere. Developers code, collaborate, and ship from anywhere.

Real-time data, full-service tools, and on-going management for a safe return to the workplace.

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Improving employee agility

**Resilience challenge:** To keep business units full, IT processes (including email) had to stay open even as work at home proceeded at a rapid pace.

**Microsoft solutions used:**
- Employees could log in to or out of apps, customise their work at home, and be fully remote.
- They could review e-mail and (where allowed) their status and messages.
- Overall productivity increased 20 to 30 percent.

**Impact on resilience:**
- 80% cost savings from phone services.
- 20 to 30% productivity increase.
- Reduced security threats due to lower email usage.

**Enabling customer service**

**Resilience challenge:** When COVID-19 struck, The Real Group needed to quickly and cost-effectively scale its call centre operations and provide contact-free options for customers.

**Microsoft solutions used:**
- Volunteers communicated with those needing help via phone and messaging chat.

**Impact on resilience:**
- Ability to scale to meet demand in less than 3 days.
- Rapid implementation in one week.

**Streamlining costs and operations**

**Resilience challenge:** Toyota's business units felt IT processes (including email) had to stay open even as work at home proceeded at a rapid pace.

**Microsoft solutions used:**
- Improved access to information and contacts.
- Teams, Windows Virtual Desktop, and Surface devices provided seamless access to information and contacts.

**Impact on resilience:**
- Increased flexibility to adapt to vendors and adapt inventory.
- Reduced ambiguity due to lower email usage.

**Ensuring business continuity**

**Resilience challenge:** Despite the current state of business, the Georgia Office of the State Treasurer (OST) needed a technology solution to allow employees to do their jobs from anywhere.

**Microsoft solutions used:**
- OST chose Microsoft 365 Government, which offers a robust set of capabilities, while meeting necessary regulatory controls.

**Impact on resilience:**
- Improved employee agility.
- Over 400 apps developed by employees.
- Over 1000 pages created with digital processes.

**“The beauty of Microsoft tools is that they make it easy to help secure health information while empowering care teams.”**

David Federbush
Chief Information Security Officer

**“With Dynamics 365, we save nearly $2 million per year in IT service and support fees compared to our previous, highly customized solution.”**

Mark Hendrickson
President and Chief Executive Officer

**“I truly see that our Microsoft solutions are going to take us well past this current challenge of being forced to have everybody work from home during the COVID-19 pandemic as we, as a society, adapt to a new work style.”**

Lynne Riley
Vice President, Georgia Office of the State Treasurer

**“It’s enabling our workforce to work from home, which is what we all need.”**

Kelly Ross
National Lead Systems and Process Improvement

**“Power Apps gives us new capabilities and ways to adapt quickly... and an incredibly fast way to innovate.”**

Chris Ingalls
Business and Solution Architect

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Vice President, Georgia Office of the State Treasurer

**“Microsoft solutions used”**

- Employees could learn and improve digital skills.
- Volunteers were able to work from home and check on their triggers and reviewing their apps.
- St. Luke’s leverages full security coverage from Microsoft security solutions using the Microsoft 365 security centers.

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