



The Digital Imperative

Thrive in a changing
landscape



Table of contents

00 Intro

Navigate the digital imperative

01 Migrate to the cloud

Control spending and enable success

02 Unify data and AI

Unlock the value of data

03 Empower fusion teams to accelerate innovation

Enable digital collaboration

04 Re-energize your workforce

Reimagine hybrid work

05 Embrace collaborative business processes

Connect people, data, and processes

06 Prioritize security

Face security challenges confidently

07 Move business forward faster

Trust and rely on your technology partners

Navigate the digital imperative

Over the past few years, organizations have faced constant change—supply chain disruptions, escalating cyberthreats, economic headwinds, and an evolving workforce. As a result, leaders are being asked to deliver more innovation and adaptable solutions that can address current conditions and help the organization confront inevitable future challenges.

Building for sustainable success requires a strategic investment in integrated technology solutions and can help leaders future-proof their businesses, allowing them to meet their goals, deliver on expectations, and move the organization forward.

This digital imperative, the infusion of digital technology into all business processes, is what allows organizations to succeed despite economic conditions, meet the needs of their evolving workforce, and face the future with a trusted, secure foundation. It is what will make the difference between organizations that thrive and those that get left behind.

95 percent of new digital workloads will be deployed on cloud-native platforms by 2025¹



Adapt to economic conditions

Recent economic and social impacts have changed the way we work and how organizations operate, requiring leaders to prioritize investments that lead to the most meaningful business outcomes. Amid resource constraints, leaders need a clear plan that enables them to do more with less—whether it's increasing efficiency to add more value, driving cost savings, or reducing spend. Organizations must make the strongest moves today while continuing to build a solid foundation for tomorrow's challenges.



By 2027, **more than 50 percent** of enterprises will use industry cloud platforms to accelerate their business initiatives²

Empower employee success

Modern workforce norms have shifted toward more flexible, equitable, and inclusive environments. Hybrid work is quickly becoming an employee expectation. It's not enough for an organization to simply embrace new hybrid work standards. They must reinforce their commitment to employee wellbeing and provide their employees with the right tools to deliver the best results. With cost-effective and scalable technology, businesses get the support they need to balance business priorities with bottom lines.



52 percent of employees report that flexible work policies will impact whether they stay at their organizations³

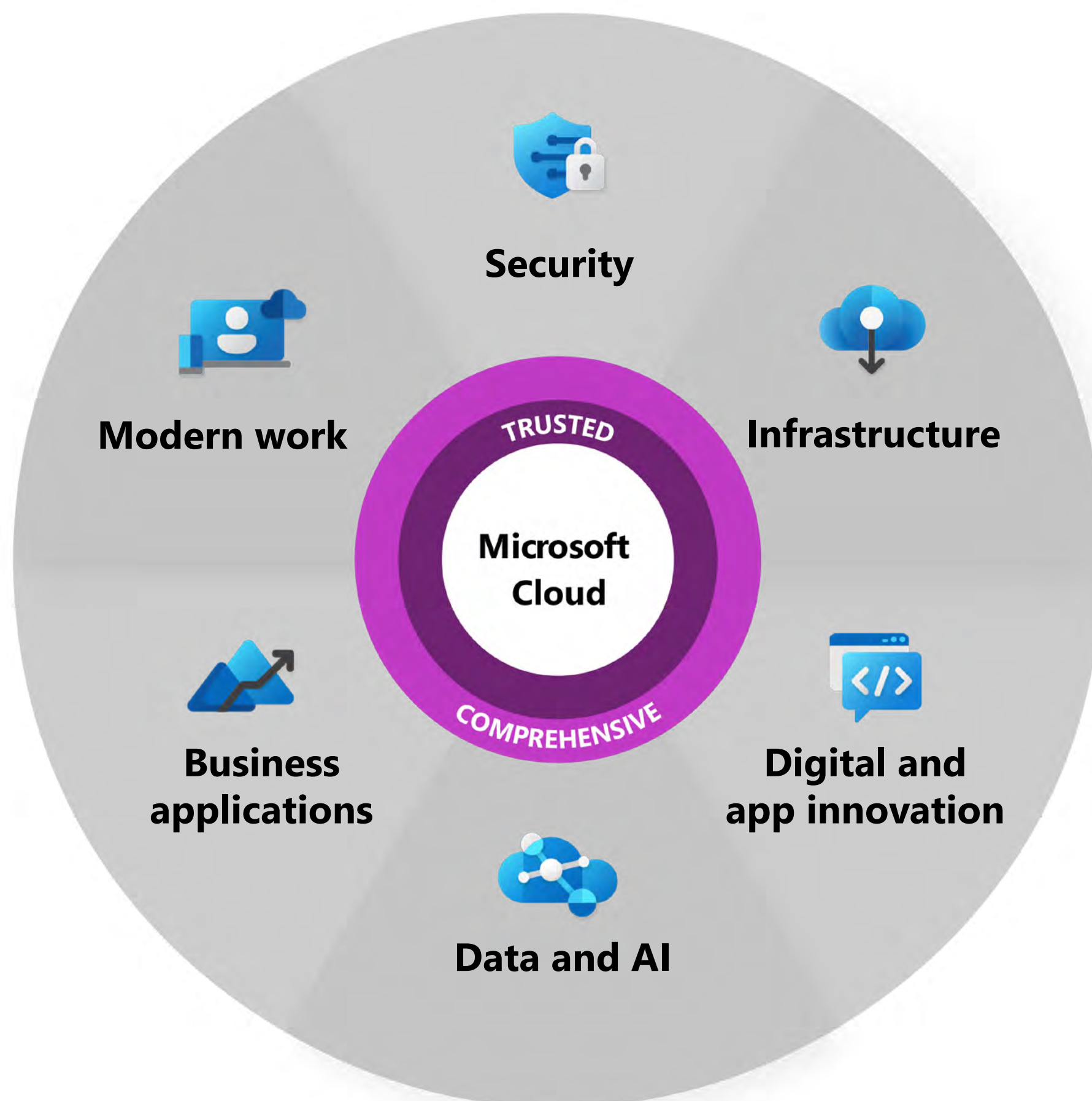
Invest in trusted technology

Organizations must be able to trust their technology providers—not just to secure and safeguard their most sensitive data and mission-critical systems, but to be business partners whose vision of the future aligns with their own. Business leaders, and their vendors, have an obligation to use technology responsibly, ensuring stability within their organizations and across their industries.



Cybersecurity Ventures expects global **cybercrime costs to grow by 15 percent per year** over the next five years, **reaching \$10.5 trillion** USD annually by 2025⁴

Business leaders looking to mitigate these challenges need a cloud solution that spans digital imperatives. Harnessing and wielding technology to reach the best outcomes will set your organization on the path from digital resilience to digital perseverance.





Migrate to the cloud



The cloud is opening nearly infinite possibilities for organizations, but this comes with an overwhelming number of considerations and complexities. Businesses are looking for the ability to achieve their goals with the freedom and flexibility to build, manage, and deploy their applications anywhere.

For business leaders to meet their goals, they need to trust their cloud, operate hybrid environments seamlessly, build on their own terms, and always be future-ready. Organizations are looking for time-to-value improvements in line with cost management and reductions.

Control spending while enabling success

To leverage the cloud's potential, look to trusted partners for turning ideas into innovations, increasing positive outcomes across their organizations, and finding success at the bottom line.

- Reduce costs, increase security, improve reliability, and ensure efficiencies—**optimizing your cloud investments.**
- Manage escalating energy costs while also reducing energy usage and carbon emissions. Improve operational efficiency while maintaining agility. Save on cloud costs and gain efficiencies by **migrating to a cloud with a complete tech stack.**
- Minimize downtime and data loss by securing hybrid and multicloud environments. Develop sustainable, innovative solutions that reduce your carbon footprint and create new business value—**reinvesting in resilience and innovation.**

With optimized solutions and sweeping capabilities, businesses can realize the full potential of a secure, future-ready cloud. Innovating safely and to scale, organizations are ready to build their next great achievement.

CUSTOMER STORY

Global transport and logistics leader Maersk delivers organization-wide Azure cost optimization

Staying ahead of the competition is crucial to international shipping enterprise Maersk. That's why the company added cost management and optimization to the charter of its Cloud Center of Excellence, from which their team of trailblazers pursues new ways to control costs and maximize return on Microsoft Azure investments across all business units. Maersk is making cloud cost optimization a fundamental business planning principle and bringing significant benefits to the customer, as well as the company's ongoing digital transformation.⁵



How Microsoft can help

With unique capabilities for transitioning mission critical workloads securely and elevating modern business infrastructure, Microsoft Azure offers the best value at every stage of cloud migration, optimization, and investment.



Achieve cost savings with optimization tools, offers, and guidance. Use the Azure savings plan for compute and **save up to 65 percent** compared with pay-as-you-go rates⁶



Improve time-to-value and reduce costs with the most complete tech stack from cloud to edge



Unify data and AI



Today's modern business landscape spurs an array of data-related opportunities and concerns. Organizations are looking to unlock predictive insights, safeguard data, and add layers of intelligence to applications. Businesses need to gain more from data—with less effort and cost—and be able to focus resources on creating business value.

Unlock the value of data

Business leaders can move beyond the cost and complexity of point solutions—and eliminate the integration tax that comes alongside them—with a unified data and AI platform. With the right technology, organizations can adapt rapidly, add layers of intelligence to apps, generate predictive insights, and govern all their data, wherever it resides.

- Use an integrated data platform to increase successful business outcomes—**anticipating change and empowering faster decision making.**
- Focus your resources on creating business value—**improving productivity with automation and AI.**
- Protect and govern your data with the security and privacy controls required in today's digital world—**building on a trusted platform.**



Data and AI are powerful levers to reduce costs and accelerate growth. With a unified platform, business leaders can trust in unified, secure, and governed data—while unlocking the value of data and reducing costs with confidence.

CUSTOMER STORY

ABN AMRO embraces an Azure-first data strategy to drive better business decisions

Dutch bank ABN AMRO needed a quicker and more reliable way to access data from its on-premises servers. That's why the engineering team responsible for managing ABN AMRO's data turned to Microsoft. Migrating to the cloud meant greater scalability, ease of access, and taking advantage of a suite of Azure services to empower both customers and functional teams alike.⁷



How Microsoft can help

Microsoft Intelligent Data Platform enables organizations to pivot and adapt in rapidly evolving landscapes, add layers of intelligence to their applications, unlock predictive insights, and govern their data anywhere—turning data into value.

This comprehensive approach brings databases, analytics, governance, and AI into a singular, integrated platform, helping customers to support business goals: reducing costs, achieving industry-leading security, and migrating and modernizing data estates with existing skillsets.

5^x
faster

93%
less expensive

Azure SQL Managed Instance is up to **5x faster** and **93 percent less expensive** than the leading competitor†

† Price-performance claims based on data from a study commissioned by Microsoft and conducted by Principled Technologies, April 2022.



Move beyond the cost and complexity of point solutions with a unified data and AI platform—the Microsoft Intelligent Data Platform



Empower fusion teams to accelerate innovation

Digital and application innovation leads to meaningful business outcomes—and innovation is most impactful when everyone at an organization can be part of the solution. Expectations run high for state-of-the-art technology that can overcome entrenched and current challenges, deliver on business goals and growth, and set the course for future accomplishments and success.

Customers require agile solutions that blend custom applications, automation, efficient scale, security, and resiliency. Fusion teams—which span domain experts, professional developers, and data professionals—can deliver the future-ready technology and cost savings that organizations need today.

Enable digital collaboration

Business leaders can enable everyone in their workforce to contribute to digital and application innovation, empowering their IT workforce to make big impacts with confidence. Organizations can multiply technical capacity, quickly navigate market pressures, capitalize on highly secure platforms, and scale up or down based on changing demand—all while realizing cost efficiencies.

- Accelerate time to market and deliver new experiences with best-in-class applications and data. Achieve greater agility and scale with built-in security and high availability while **reducing costs on modernization, integration, and development.**
- Connect solutions with your existing technology and data to generate insights, automate processes, and create technical solutions—**getting more from existing technology investments and accelerating developer velocity.**
- Migrate to the cloud on your terms with mission-critical resiliency and auto-scaling for cost efficiencies—**optimizing hybrid and on-premises workloads.**



Businesses can achieve their goals—empowering fusion workforces with low-code tools and enabling productivity and efficiencies across the board—while accelerating developer velocity, improving time to market, delivering innovative experiences, and consistently adapting for continued growth.

CUSTOMER STORY

SWICA moves to the cloud with Azure Synapse Analytics and Power BI

It can be difficult to manage sensitive, centralized data and analytics. SWICA, one of Switzerland's largest insurance companies, needed a way to combine the compliance and security of a decentralized system with the efficiency and collaboration made possible by a cloud-based solution. The organization integrated Azure Synapse Analytics and built a more unified platform—allowing SWICA to leverage sensitive, critical data in an efficient, safe, and cost-effective way. With the new platform, SWICA aims to enhance the data and analytics pillar of its organization and bring even greater value to its customers.⁸

How Microsoft can help

Businesses can deliver enhanced application and data experiences even faster with Microsoft's Azure ecosystem and Power Platform—the complete development toolchain. Modernize applications and data to accelerate time to market and deliver new experiences. Achieve greater agility and scale with built-in security and high availability.



Modernize web and mobile apps with Azure Migrate offers on Azure App Service and realize **54 percent** total cost of ownership (TCO) savings versus on-premises solutions⁹



Realize an ROI of **140 percent over 3 years** with Power Platform¹⁰

Microsoft can help accelerate digital and application innovation by combining Azure and Power Platform's low-code tools to achieve business goals.



Modernize your enterprise solutions, reduce costs, and optimize workloads with Azure



Accelerate innovation and reduce costs with Microsoft Power Platform



Re-energize your workforce

In a perpetually shifting business landscape, it can be difficult for organizations to be productive, stay connected, and work securely, all while realizing cost savings. Businesses must achieve efficiencies while accelerating digital capabilities—across every function of the organization—building toward better ways to work.

Organizations need to secure access for a connected world, facilitating easy collaboration so employees can spend more time with their customers. Business priorities include enabling flexibility with better employee experience and having the ability to recruit, develop, and retain top talent.

Reimagine hybrid work

Business leaders are tasked with empowering team members to work securely from anywhere, on any device, while ensuring that systems and tools are manageable, and that costs are consistently contained.

- Eliminate redundant solutions by consolidating complex licensing structures and cutting consulting deployment and integration costs—with a **single unified and seamless solution**.
- Give digital workers the flexibility to work securely from anywhere. Lessen data breaches and safeguard identities, devices, apps, and data—reducing security costs while **protecting digital workers**.
- Improve IT efficiencies for new devices, apps, and infrastructure. Reduce device management cost, optimize IT administration, and streamline onboarding—automating systems and **simplifying IT management**.

With strategic investment, businesses can realize effective, safe, and sweeping improvements for all the ways people work today. Tools, patterns, and practices can be brought together to increase productivity and reduce the cost of doing business.

CUSTOMER STORY

Coca-Cola Beverages Africa consolidated and streamlined its operations—enhancing customer and staff experience and reducing IT costs.



“One of our major focuses has been corporate digitization. There were a lot of infrastructure redundancies, supply duplications, and lines of accountability that were blurred. We needed to perfect the overall business’ ability to operate as one ... Microsoft Teams and Microsoft Power Apps [allowed] us to customize features that facilitate workflows.”

— Joshua Motsuenyane, CIO, CCBA¹¹

How Microsoft can help

Realize critical cost savings while elevating productivity, employee experience, and security by consolidating your IT solution stack with Microsoft 365.



Cut licensing costs by more than **60 percent per user** compared with a patchwork of point solutions through consolidation using Microsoft 365¹²



Simplify IT management and reduce costs with Microsoft 365



Embrace collaborative business processes

The freedom for business to thrive depends on having the ability to adapt and innovate across organizations—giving everyone the insights, knowledge, and efficiencies of more connected data, processes, and teams.

Business leaders can drive more productivity and collaboration, reduce costs, and empower their workforces by unifying customer and business data, relationships, and workflows on a single cohesive business cloud—reducing complexity and bringing the business new levels of efficiency, cross-functional engagement, and breakthrough customer experiences.

Connect people, data, and processes

Common goals are developing across organizations to increase connections and operational efficiency: better access to insights, collaboration tools that align with the work, more automation for routine tasks, and better access to manageable tech tools.

- Create breakthrough customer experiences with your Customer Relationship Management (CRM)—**getting more value.**
- Empower sellers to be more efficient when collaborating with team members—**increasing seller productivity.**
- Enhance visibility, automate routine tasks and processes, and reduce machine downtime and costs—**improving operational efficiency.**
- Migrate from on-premises to the cloud and save on expensive infrastructure refreshes, redundant Enterprise Resource Planning (ERP) solutions, and external support costs—**reducing costs.**



Meeting business expectations across industries requires customizable, powerful, and multifunctional tools. With the best-in-class business applications, organizations can meet customer and market demands, stay agile, and fully realize the value of their technology investments.

CUSTOMER STORY

**Call2Recycle
increases
organizational
efficiency and
powers more
data-driven
operations**

Call2Recycle serves consumers and more than 200 companies to help batteries stay out of landfills. To effectively support its sustainability mission, the organization needed to find a unified ERP and CRM tool to manage and track closely all aspects of its operations. The nonprofit turned to Microsoft Dynamics 365 Business Central and Microsoft Power Platform to connect employees and processes across the organization. With access to real-time data and automated processes, it reduced task times, cut costs, and better prepared them for future growth.¹³



How Microsoft can help

Microsoft Dynamics 365 unifies data, relationships, and workflows on a single cohesive business cloud—bringing new levels of cross-functional engagement and breakthrough customer experiences to the business. This portfolio of intelligent business applications delivers superior operational efficiency, giving businesses greater agility and reducing complexity—without increasing costs.



Interviewed customers **realized an ROI of 109 percent** over three years, fueled by savings on infrastructure refreshes, redundant ERP solutions, and consolidating support costs¹⁴



Drive more efficiency, reduce costs, and create a hyperconnected business with Dynamics 365



Prioritize security



Businesses face an increasingly wide array of risks and pressures every day, and conventional security tools have not kept up with the rapid pace of digital transformation. The sophistication of security threats and the damage of breaches are both increasing, and business leaders are under pressure to contain costs.

Paramount among challenges leaders face is finding unbeatable technological security that protects people, data, and infrastructure. Technology, threat intelligence, and human expertise need to be brought together to provide comprehensive solutions across all industries, on any cloud, and on any client platform.

Face security challenges confidently

Business leaders can safeguard their entire organizations with integrated business security solutions built to work across platforms and cloud environments.

- Utilize AI and automation to help detect security threats, respond quickly, and fortify security postures—**increasing effectiveness.**
- Use secure technology to improve visibility across identities and endpoints—**unifying organizations.**
- Consolidate your licenses, cast aside redundant contracts and consultants, and unify your tools—**improving efficiencies** across the board.



An end-to-end approach to security that is comprehensive and AI-driven can help business organizations safeguard their success by simplifying the complexities, catching what others miss, and protecting everything.

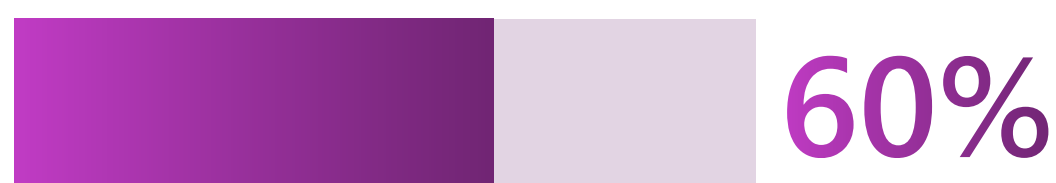
CUSTOMER STORY

Global manufacturing firm Siemens focuses on cybersecurity for future-readiness

When multinational conglomerate Siemens, one of the world's largest companies, was mapping out a future-ready security plan, it needed a scalable, flexible solution to fit its complex environment. Even as Siemens contended with the complexity of multiple non-standard systems—typical of a company that constantly acquires other entities—it aspired to an elevated security posture built on Zero Trust principles.¹⁵

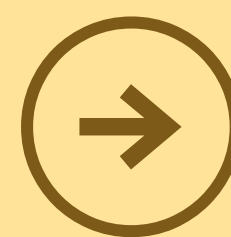
How Microsoft can help

Microsoft Security brings together technology, threat intelligence, and human expertise to provide a comprehensive security, identity, compliance, and management solution for challenges across all industries—on any cloud and any client platform.



Save up to 60 percent[†] by using Microsoft Security rather than multiple point solutions

[†] Savings based on publicly available estimated pricing for other vendor solutions and Web Direct/Base Price shown for Microsoft offerings.



Eliminate gaps and get the simplified, comprehensive protection and expertise you need to innovate and grow

Move business forward faster

Successful organizations will adapt and thrive even as the world shifts around them. They'll need a trusted digital foundation that can do more with less by maximizing the value of their investments, backed by data and insights that generate meaningful business outcomes. And most importantly, they'll need to trust their cloud provider—not just to ensure security and privacy, but as a reliable business partner that is invested in their success.

Trust and rely on your technology partners

As business leaders look to invest in their short- and long-term success—beyond digital transformation and toward digital perseverance—they'll need a trusted technology partner. Organizations are best served by partners that can take them from one-off solutions to an integrated cloud capable of driving meaningful business outcomes, with security built in from the start.

Microsoft's innovative solutions feature embedded security out of the box, and when combined, enable unmatched integration, speed, and productivity. Built and delivered with industry-leading security processes and standards informing every phase of its design and development, Microsoft Cloud allows businesses to seize new opportunities, invest strategically, and achieve more.



Maximize the value of your investments with technology that does more



Discover how the most trusted and comprehensive cloud can help you meet the challenges of a rapidly changing world



Learn how we build security into the Microsoft Cloud



See how our proven trusted partner solutions and services can further growth

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