

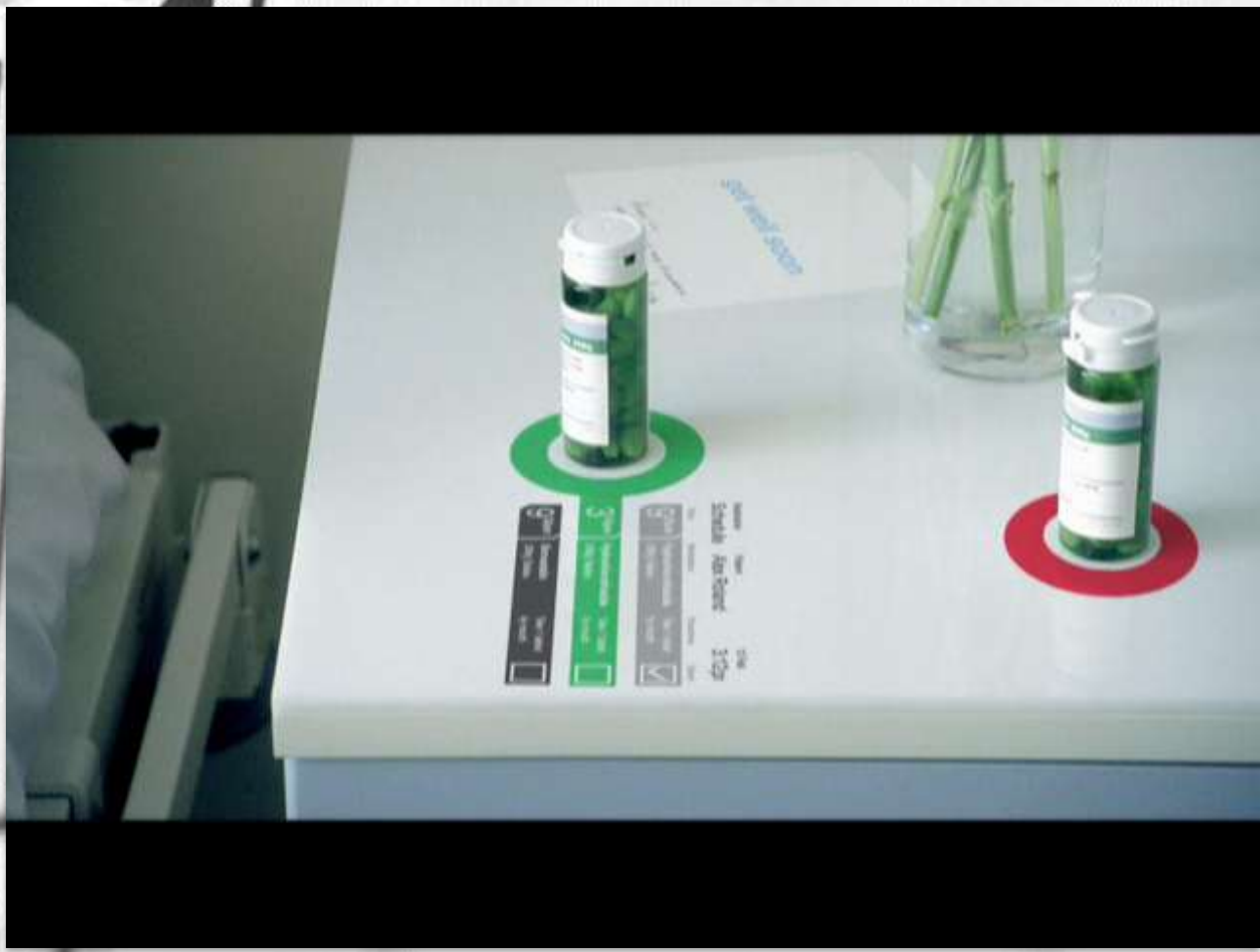
Consumerization of IT

Microsoft
Be what's next.

Oren Kandel

CTO
Microsoft Israel





What have we just seen?

Mobile devices

Security & management

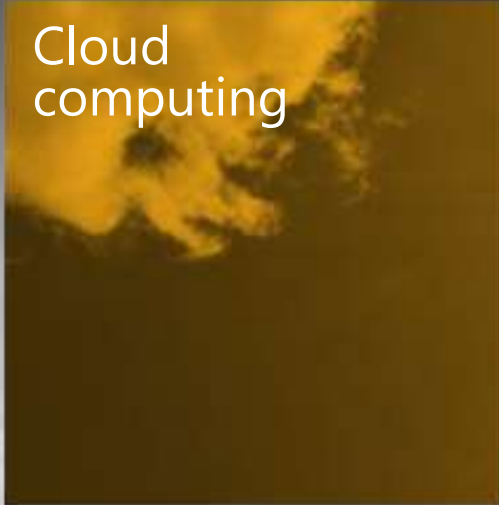
Applications

Natural User Interface



Leading Market Trends

Cloud computing



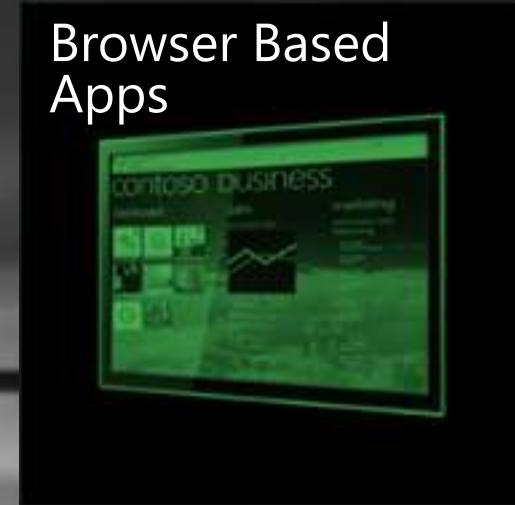
Data explosion



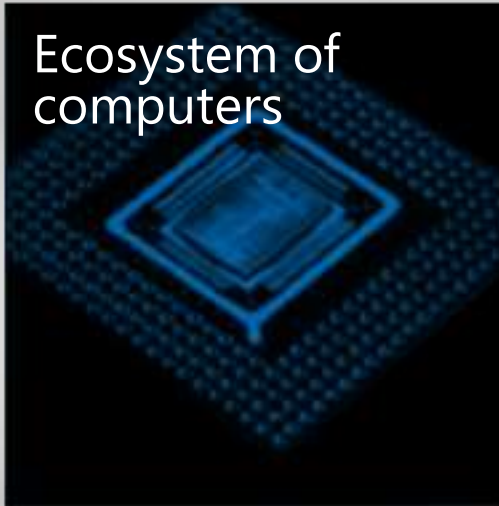
Social computing



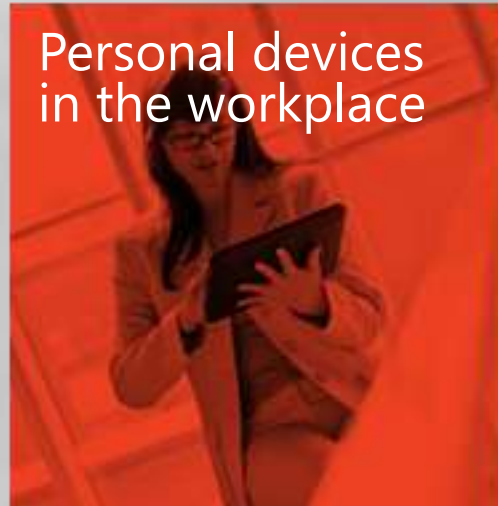
Browser Based Apps



Ecosystem of computers



Personal devices in the workplace

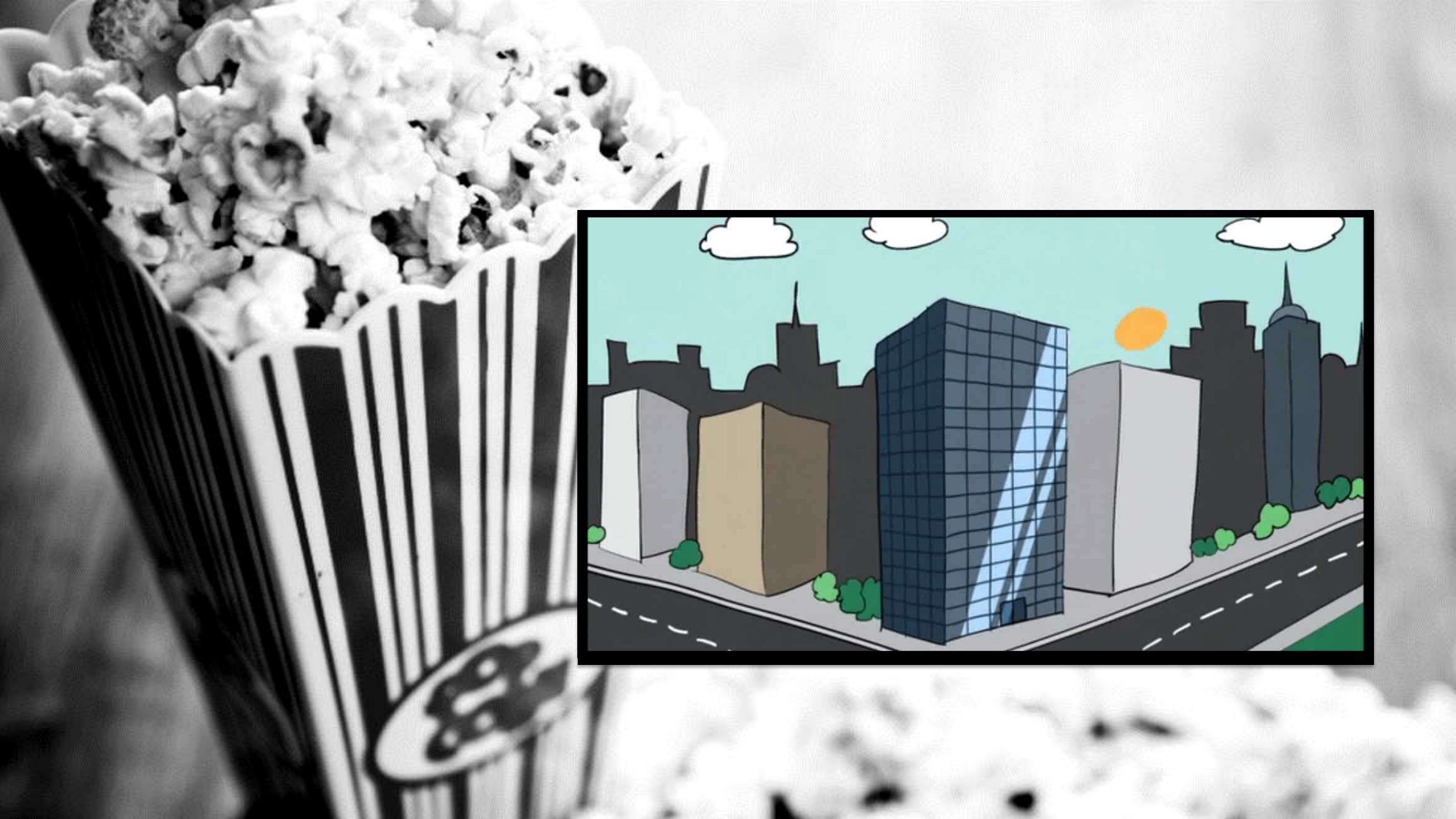


Ubiquitous connectivity



Natural interaction





What Changed?

More...
PCs,
devices,
apps.

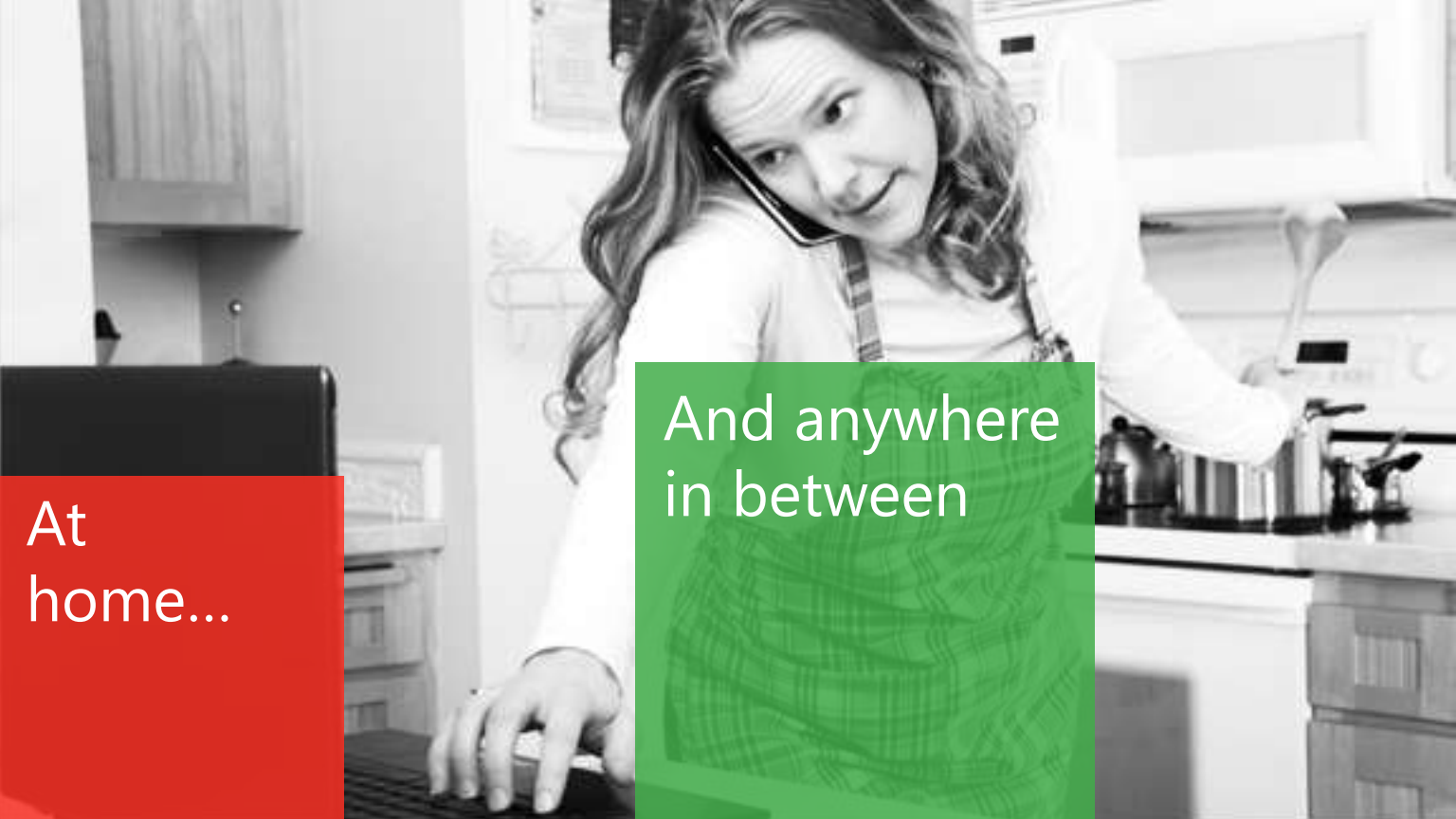
More...
Choice

More...
Fun

More...
Ways to get
things done

More...
Connected.
All the time...





At home...

And anywhere in between



Life and Work Are Becoming Indistinguishable



At work...



Users Want Social Computing Tools at Work

 **Presence & IM**

 **Voice & Video**

 **Meetings**

 **Social Networking**



My PC

- Work from home PC
- Bring your own PC



People's
Expectations
at Work
Are
Changing

My devices

- Smartphones
- Slates & tablets



My apps

- Social networking
- Cloud apps



So I can work
the way
I want to work



Consumer Experience

Enabling people to work the way they want, anywhere and with any device

What Is IT's Challenge?

Enterprise Requirements

Maintaining security, privacy, control, compliance



Business Risks

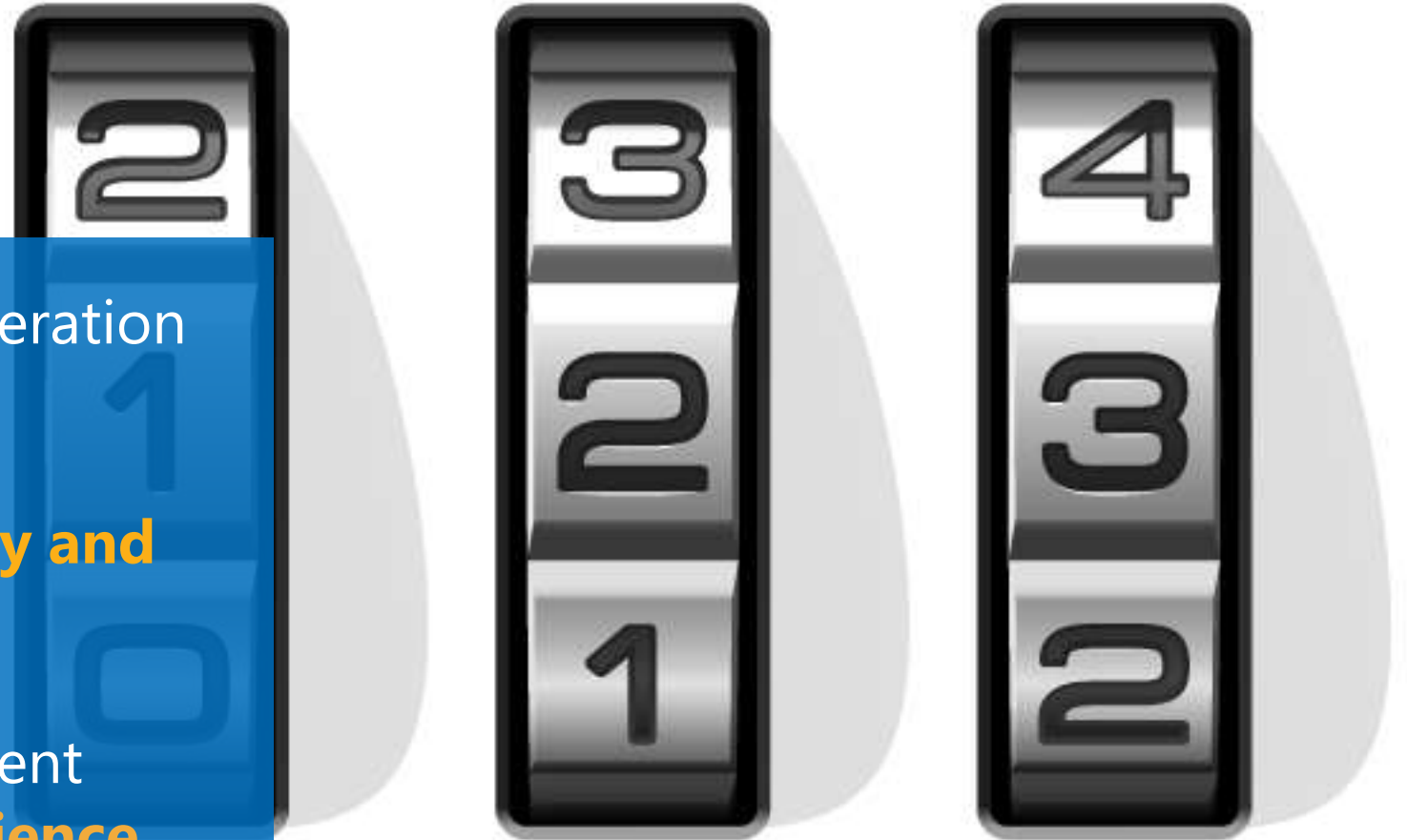
**Unmanaged
Devices Have
Hidden Costs**

IT Challenges

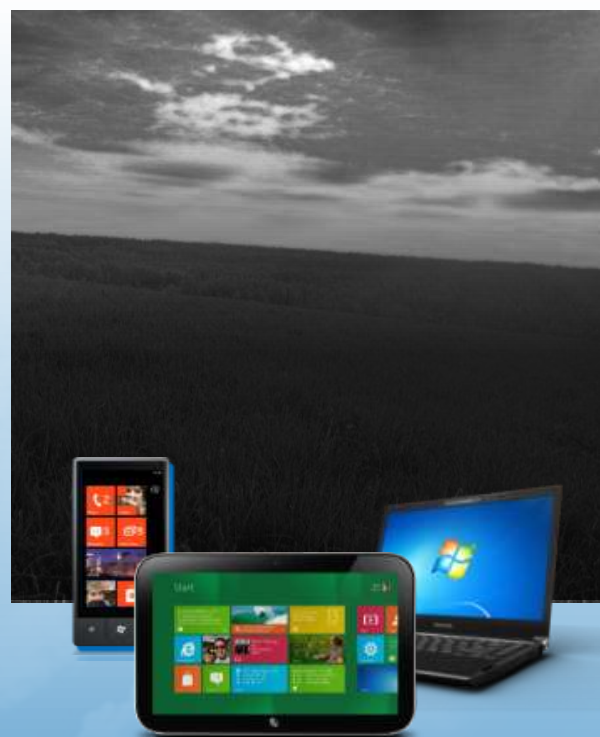


Managing Access to Information

- Handling the proliferation of **mobile devices**
- Simplifying **security and management**
- Providing a consistent **application experience**
- Leveraging new technologies **for business**



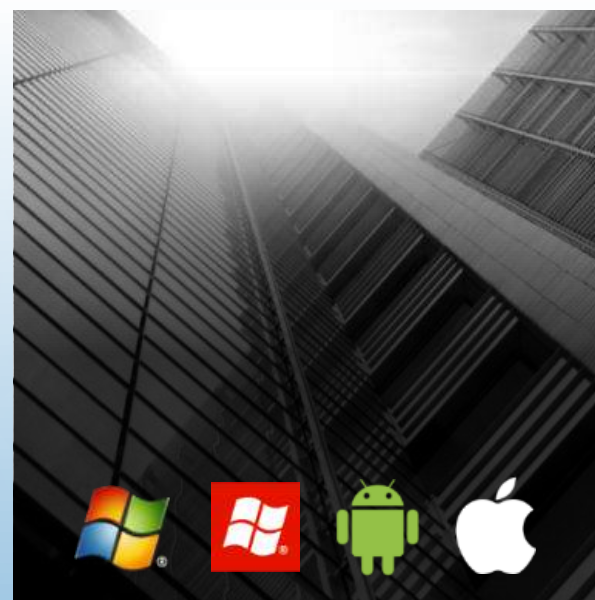
We Have Four Pillars to Our Strategy



Windows-based devices that people love

 Windows


 Windows Phone



BEST ON WINDOWS-BASED DEVICES & BEST-IN-CLASS ON OTHER DEVICES

Security and management to support flexible workspaces



 Windows Intune™

 Microsoft System Center

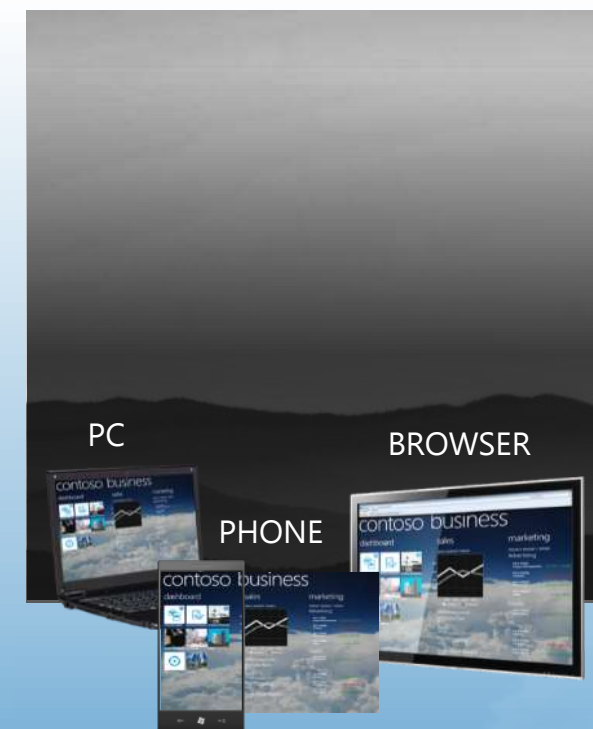


INTEGRATES POPULAR SOCIAL TOOLS & APPS

Best productivity experience

 Microsoft Office 365  Microsoft Office

 Microsoft SharePoint™  Microsoft Lync™



Unified application development

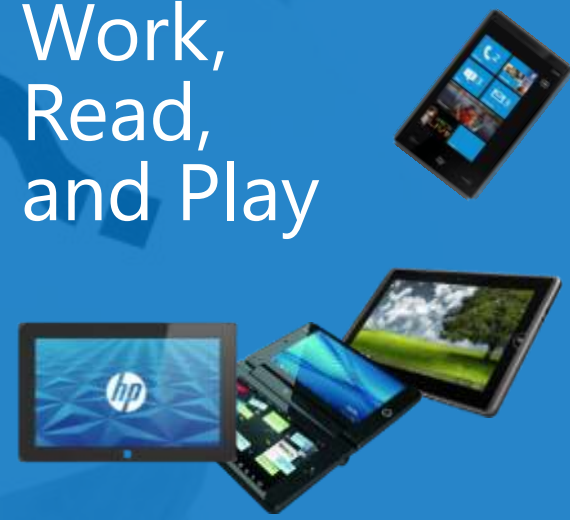
 Microsoft .NET  Windows Internet Explorer 9

 Microsoft Visual Studio  HTML5



Windows Delivers Choice

Work, Read, and Play



Microsoft
Office 2010

Microsoft
Exchange Server 2010

Microsoft
Lync Server 2010

Microsoft
SharePoint 2010

Microsoft
Forefront

Microsoft
System Center



**Windows
Delivers
Choice**

**Do
Specialized
Work**



Microsoft
Office 2010

Microsoft
Exchange Server 2010

Microsoft
Lync Server 2010

Microsoft
SharePoint 2010

Microsoft
Forefront

Microsoft
System Center



Windows Delivers Choice

Best of Both Worlds



Microsoft
Office 2010

Microsoft
Exchange Server 2010

Microsoft
Lync Server 2010

Microsoft
SharePoint 2010

Microsoft
Forefront

Microsoft
System Center



8:46

Make awesome apps
BUILD Conference
9:00 AM - 11:00 AM

Tuesday, September 13



**Our Goal Is
a Common
Experience
Across Devices**







**Microsoft
Started
Consumerization...**

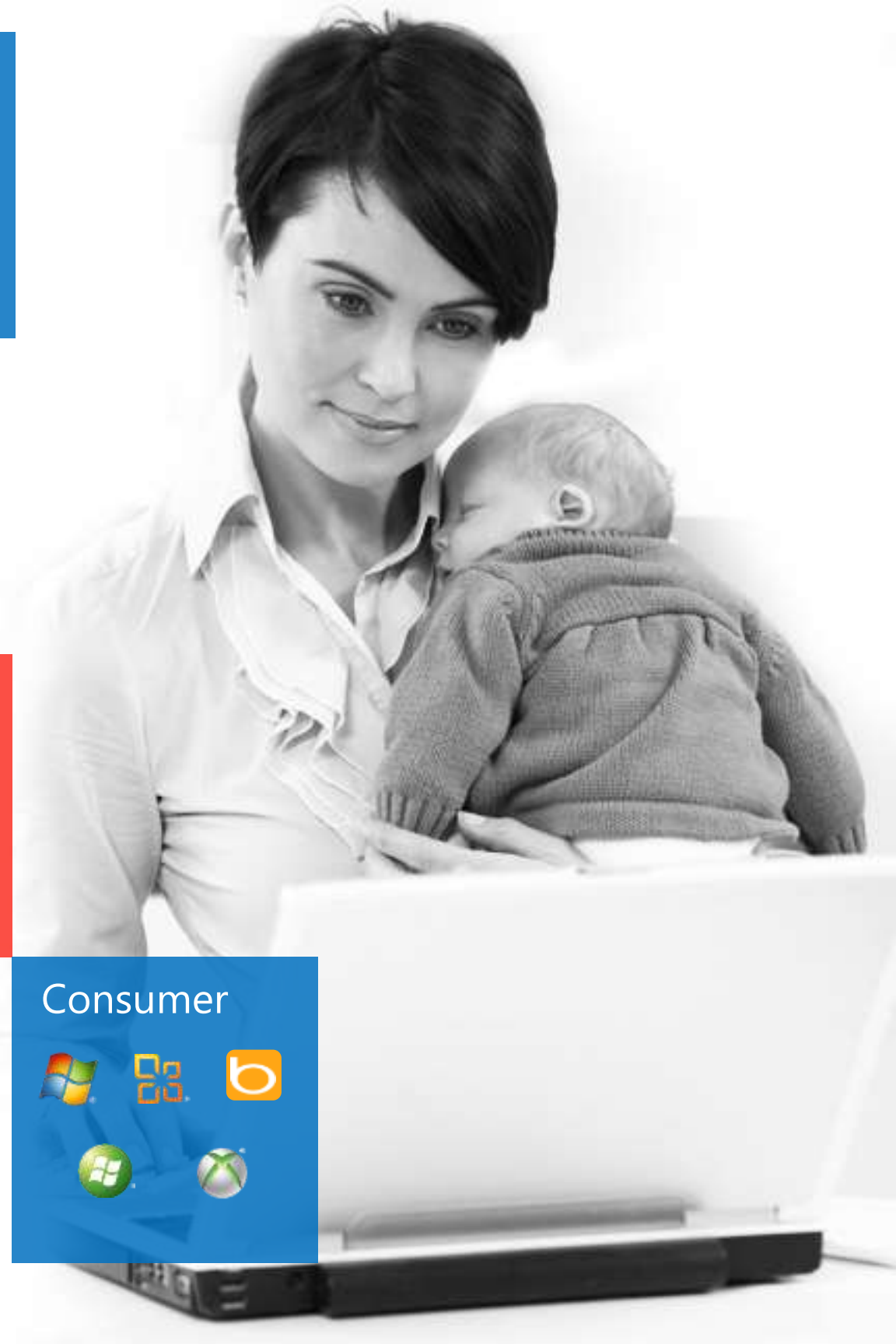
Business



"A PC on
Every desktop"

...and in
every home"

Consumer



“Enable people and businesses throughout the world to achieve their full potential”

...And We Continue to Enable Consumerization Today

Consumer



Business



How to Get Started

How we can
work together

Brain storm
innovative ideas
with us

orenk@microsoft.com


Microsoft®
System Center 2012



Evaluate
Windows 7 Devices

Visit a
Microsoft
Technology
Center

 Microsoft®
Office 365

 Microsoft®
Lync™

 Microsoft®
SharePoint™



Microsoft
Be what's next.

**Thank
You**