



28. Oktober, 2014



Microsoft

*18. September, 2013*

?



Ole Kjeldsen  
Teknologidirektør  
Microsoft Danmark

# De næste 45 minutter

- Forudsigelser?
- 2013 summary, trends og deres effekt
- Microsoft i forandring
- VIDEO & måske DEMO
- Nyeste trends og en annoncering
- Opsummering – Key Take Aways
- Q&A .... Hvis vi får tid



# 'DE NÆSTE BØLGER'

1. Micro Payments
2. Location Based Ads & Offers
3. X platform
4. Augmentation layer
5. Geo-Social
6. Fortsættelse af 'Self-publishing'
7. 3D printing – selv!
8. Cloud Connection Services
9. X-client verden: mobil, lean forward & lean back

Fra  
2010



“THE BEST WAY TO PREDICT THE  
FUTURE IS TO CREATE IT.” –Peter Drucker



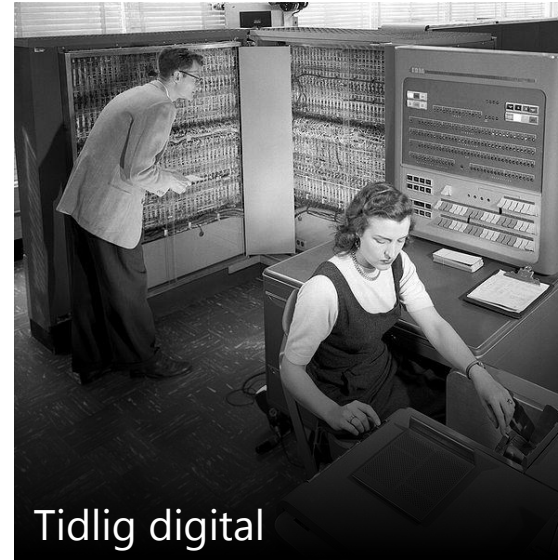
# Hvordan vil teknologi forme fremtiden?



Før-industrielt



Industriell revolution

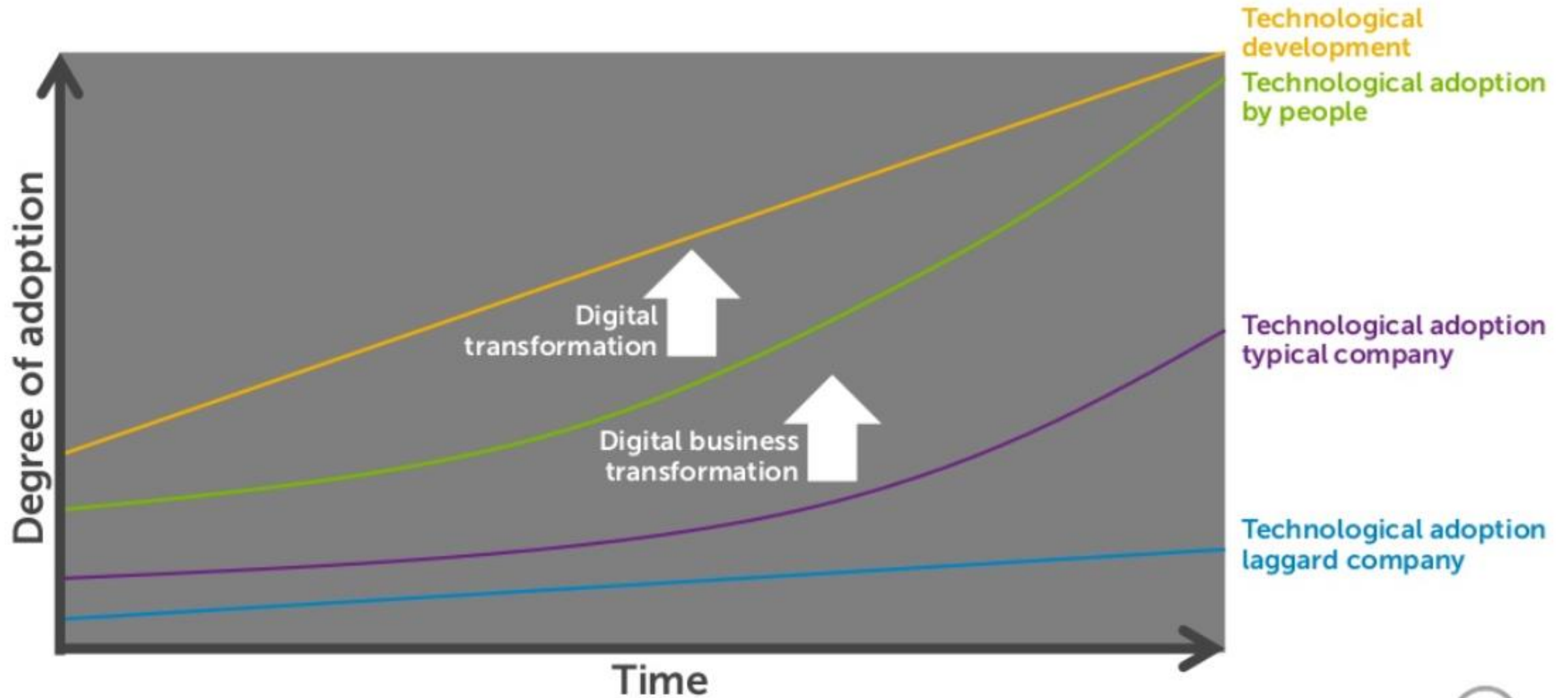


Tidlig digital



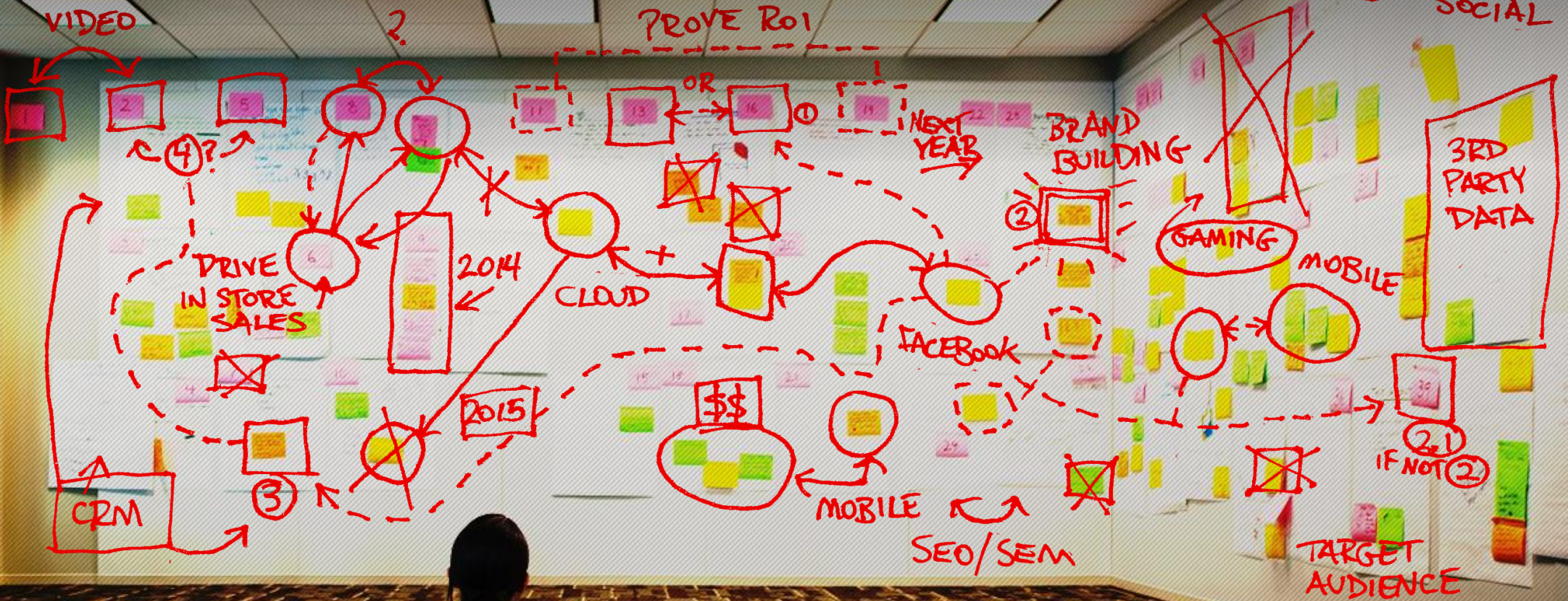
Nyelig digital

# Adoption er en svær ting

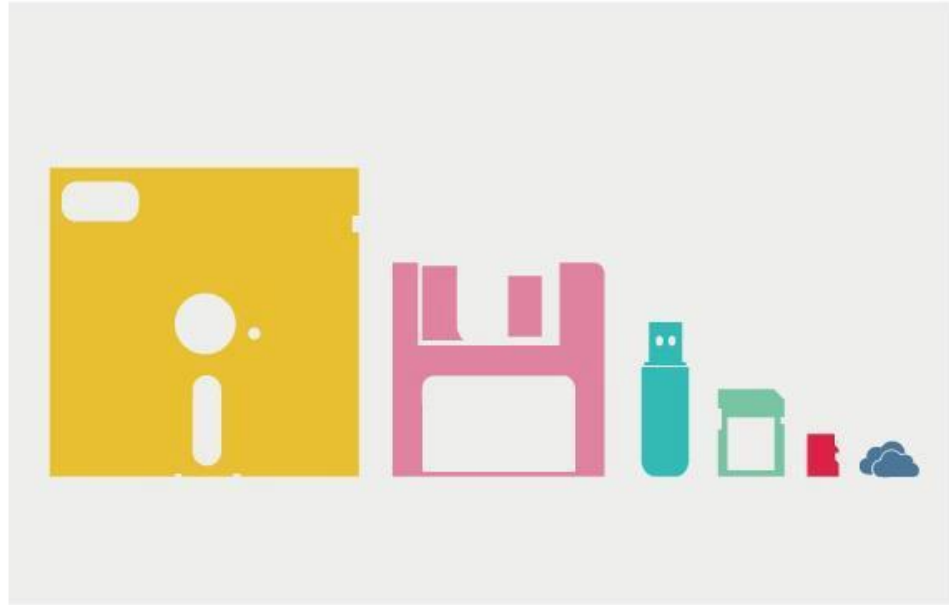




# Værditilførsel?



Disruption





# Et ekstremt dynamisk teknologilandskab



Mobilitet



Social



Cloud



Big data



Cybersikkerhed

70%

af CIOs ser mobile som den mest disruptive teknologi de næste 10 år

I 2013

1/3

af alle ny applikations-udvikling havde en mobil form factor som mål

Social networking vil følge ikke blot mennesker, men også husholdningsenheder, devices og andre produkter

57% af enterprises vil have investeret i enterprise social i 2014

> 70% af CIOs vil adoptere en cloud-first strategi i 2016

54%

af organisationer øgede public cloud forbrug i 2013

Forbrug på Big Data:

\$10 milliarder 2013 > \$20 milliarder 2016

Totalt digitalt indhold vil gro

50%  
Fra 2012

IP enheder:

10 mia

(idag)

400%

(2020)

= 4 zettabytes i 2013



ANDERLEDES - STOPPE - OVERLADE TIL ANDRE - NYT

# Hvad (for)brugeren efterspørger...

Altid on-line

Forbindelse

Multi-tasking

Mobilitet

Devices

Social

Simpel







# Windows Server 2003 End of Life



# Fem strategiske komponenter for Microsoft



Windows-based devices that people love




Security and management to support flexible workstyles



Windows Phone Android iPhone iPad

LinkedIn skype f twitter

Bedste produktivitet på tværs af enheder og platforme



Unified application development

Windows  
Windows Phone

Microsoft System Center  
Windows Intune

Microsoft Office 365  
Microsoft Office

Microsoft SharePoint  
Microsoft Lync  
Microsoft Exchange

Microsoft .NET  
Microsoft Visual Studio

Windows Internet Explorer 9

HTML5



On Premise



Hybrid

Full Cloud



# Microsoft Cloud Platform System powered by Dell



# Microsoft Cloud Platform System Powered by Dell

Ud-af-boksen Azure konsistent cloud i eget DC

For Enterprises & Service Udbydere

Windows Server 2012 R2, System Center 2012 R2 & WAP

Microsoft-valideret hardware & software

Optimeret til at hoste Microsoft applikationer

Microsoft support & orkestrerede opdateringer

5års abonnement per rack

Går live (også i DK) 3. November, 2014





# CLOUD

- 20% af DK arbejdsstyrke har en Office 365 adgang
- 3000+ betalende danske kunder på Microsoft Azure
- + en stor gruppe gratis brugere (studerende, startups)
- 1300 nye kunder WW om dagen
- 50/50 offentlig/privat
- Masser af HYBRID!





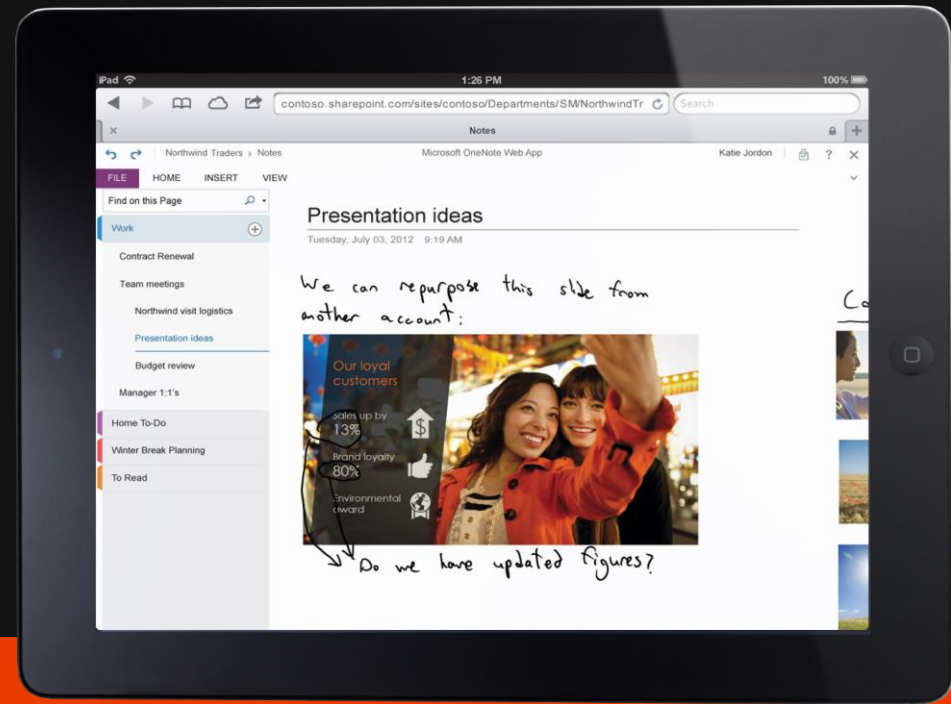
Windows Phone



Android



iPhone



iPad



preview.windows.com

 Windows 10



One product family

One platform

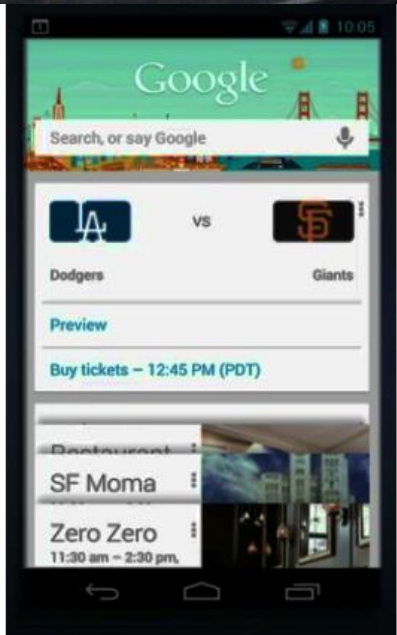
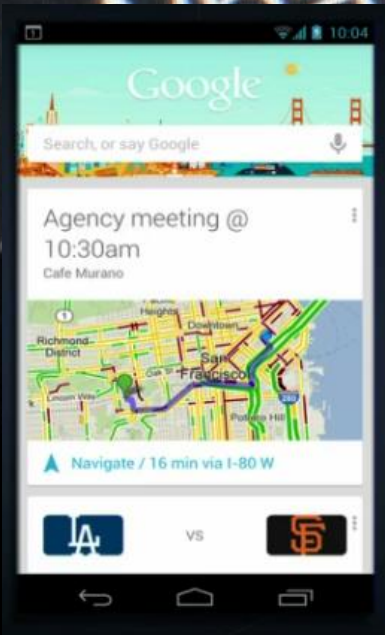
One store



Det nyeste indenfor Naturlig Interaktion



phone Mail  
What can I help you



Anything I can get started?

try "Do I need a coat?"  
[see more](#)

Good morning! Let's get your day started.

ask me anything

BETA

Bagsværd, Denmark

10° Now Mostly Sunny

WED	THU	FRI	SAT	SUN
15°	17°	17°	18°	17°
10°	13°	8°	12°	13°
20%	70%	10%	10%	30%

Data from iMap Weather

[Search for 'show temperatures in Celsius'](#)

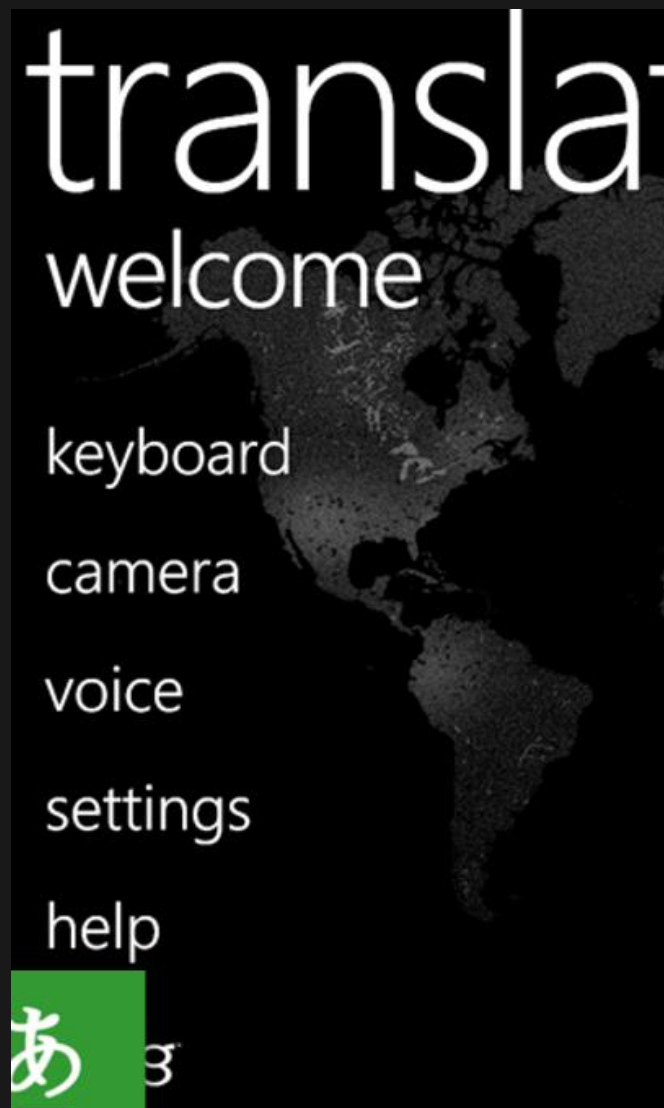
[Show weather updates for this city](#)

try Will it rain this weekend?

BETA

Good morning! Let's get your day started.

- 50° Mostly Sunny in current location  
Today 58°/50°, Precipitation 20%
- UK police arrest 4 men suspected of terror plot  
See more top headlines
- 16 mins (5.7 mi)  
Light traffic on your way to Tuborg Boulevard 12, 2900 Hellerup
- Transport to work  
Tuborg Boulevard 12, 2900 Hellerup  
10:15 AM to 10:45 AM





# announcing

<http://blogs.skype.com/category/garage-updates/>



# NeoFace Watch – REAL TIME

- Real-Time Person Detection
  - ‘Watch List’ baseret
  - Live video monitorering
- Flytter ny fra sikkerhed over i retail
  - Er kunde Big Spender
  - Er kunde ‘troublemaker’ (afvist fra diskotek)

300





entrance

New Catering available  
in all our venues





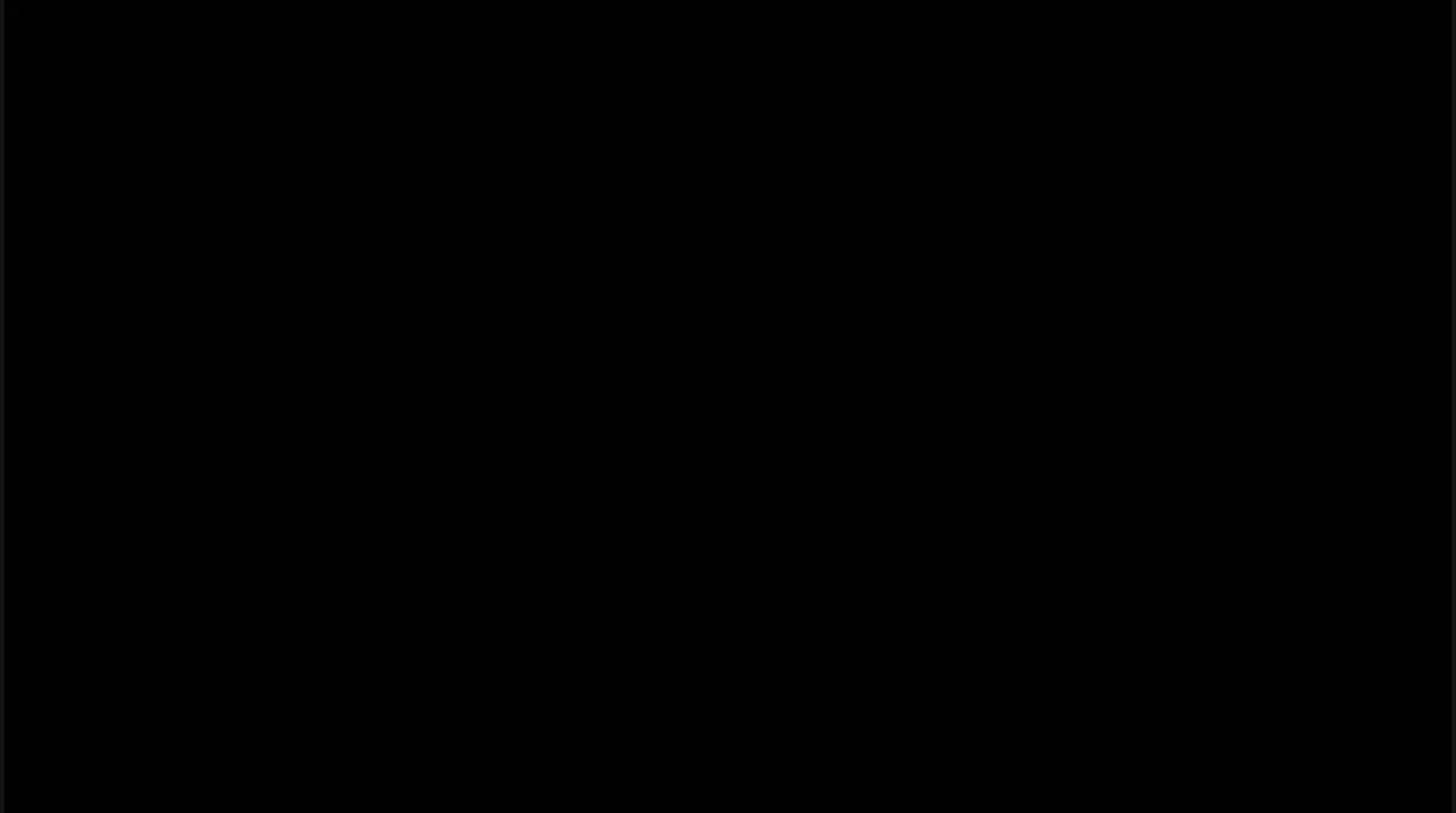
# Visualisering



# Visualising



Visualisering – i jeres hænder



- Omfavn fornyelsen
- Evolution ikke Revolution
- Platformene er klar
- Og det kan ske i jeres tempo



Jeres brugere, forbrugere & medarbejdere forventer det og betaler jer tilbage i rigt mål

- don't be a laggard!

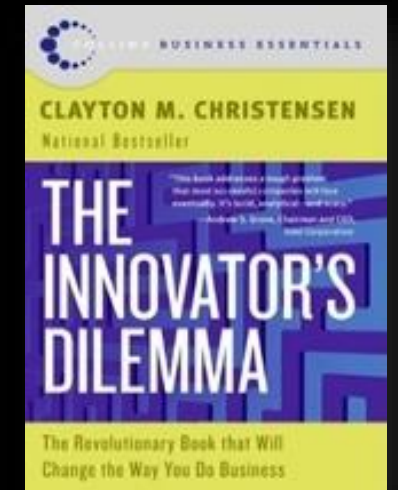
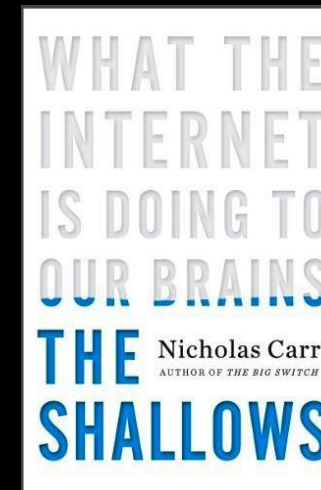
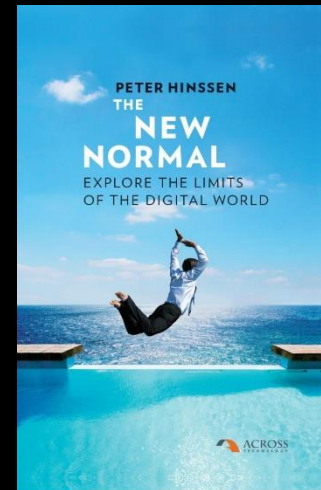
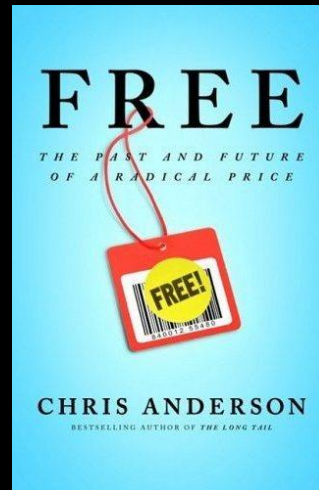
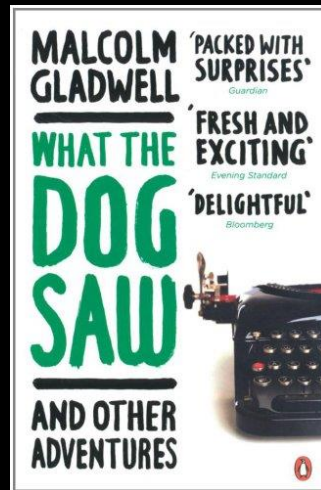
# Q&A

 olek@microsoft.com  
 @olekATlive  
 <http://olekjeldsen.net>



# 'Future of Technology' ressourcer

- Lucas, Robert E., Jr. (2002). Lectures on Economic Growth. Cambridge: Harvard University Press. pp. 109–10.
- Maddison, Angus (2003). The World Economy: Historical Statistics. Paris: Development Centre, OECD. pp. 256–62, Tables 8a and 8c.
- Hans Rosling: <http://www.youtube.com/watch?v=hVimVzgtD6w> & <http://www.youtube.com/watch?v=jbkSRLYSojo>
- Malcolm Gladwell, "What The Dog Saw", 2009
- Clayton Christensen, "The Innovators Dilemma"
- Chris Anderson, "Free"
- Nicholas Carr, "The Shallows"
- Peter Hinssen "The New Normal", 2010



# Læs mere om Privacy & Datasikkerhed her ...

Microsoft commitments: <http://www.microsoft.com/en-us/twc/privacy/commitment.aspx>

Microsoft udfordrer lovlighed i National Security Order: [http://blogs.technet.com/b/microsoft\\_on\\_the\\_issues/archive/2014/05/22/new-success-in-protecting-customer-rights-unsealed-today.aspx](http://blogs.technet.com/b/microsoft_on_the_issues/archive/2014/05/22/new-success-in-protecting-customer-rights-unsealed-today.aspx)

Privacy Principles: <http://www.microsoft.com/privacy/principles.aspx>

Online Privacy: <http://www.microsoft.com/security/online-privacy/overview.aspx>

Safety and security center: <http://www.microsoft.com/security/online-privacy/overview.aspx>

Cloud Computing TwC: <http://www.microsoft.com/en-us/twc/privacy/cloud-privacy.aspx>

Cloud computing Privacy: <http://www.microsoft.com/privacy/cloudcomputing.aspx>

Office 365 Trust Center: <http://trust.office365.com>

PolicyMaker Cybersecurity Guides:

<http://www.microsoft.com/en-us/twc/policymakers.aspx> & <http://www.microsoft.com/government/en-us/Guides/Pages/cybersecurity.aspx>

Industry push:

<http://www.reformgovernmentsurveillance.com> & [http://blogs.technet.com/b/microsoft\\_on\\_the\\_issues/archive/2013/12/08/reforming-government-surveillance.aspx](http://blogs.technet.com/b/microsoft_on_the_issues/archive/2013/12/08/reforming-government-surveillance.aspx)

Gennemsigtighedsrapporter:

<https://www.microsoft.com/about/corporatecitizenship/en-us/reporting/transparency/> &

[http://blogs.technet.com/b/microsoft\\_on\\_the\\_issues/archive/2014/02/03/providing-additional-transparency-on-us-government-requests-for-customer-data.aspx](http://blogs.technet.com/b/microsoft_on_the_issues/archive/2014/02/03/providing-additional-transparency-on-us-government-requests-for-customer-data.aspx)

New Initiatives: [http://blogs.technet.com/b/microsoft\\_blog/archive/2013/12/04/protecting-customer-data-from-government-snooping.aspx](http://blogs.technet.com/b/microsoft_blog/archive/2013/12/04/protecting-customer-data-from-government-snooping.aspx)





# Generelle ressourcer

## Inspiration

- [http://en.wikipedia.org/wiki/Online\\_mapping](http://en.wikipedia.org/wiki/Online_mapping)
- <http://www.innovativegis.com/basis/MapAnalysis/Topic27/Topic27.htm>
- <http://techcrunch.com/2010/12/05/social-networking-future/>
- "Leading Profound Innovation by Prescensing Emerging Future - Theory U"
- <http://bcove.me/d9lkj42w>
- <http://www.forbes.com/sites/venkatesh Rao/2011/12/05/the-rise-of-developeronomics/>
- <http://www.bbc.co.uk/news/technology-15916677>
- <http://www.knowledge.dk/?p=1453>
- <http://thefutureofwork.net/>
- <http://www.adsmob.com/en/company/business-model>
- <http://www.mobilecommercedaily.com/2010/11/17/how-mobile-empowers-traditional-business-models>
- [http://www.openculture.com/2009/07/download\\_free\\_audiobook\\_of\\_chris\\_andersons\\_free.html](http://www.openculture.com/2009/07/download_free_audiobook_of_chris_andersons_free.html)
- <http://wmpoweruser.com/idc-windows-phone-7-marketplace-ramping-up-faster-than-android/>
- And many others

## Udvikling

- <http://bit.ly/lavenapp>
- <http://create.msdn.com>

## Future MS

[http://download.microsoft.com/download/E/F/5/EF5F8B95-5E27-4CDB-860F-F982E5B714B0/Strategies for Embracing Consumerization.pdf](http://download.microsoft.com/download/E/F/5/EF5F8B95-5E27-4CDB-860F-F982E5B714B0/Strategies_for_Embracing_Consumerization.pdf)

## Office, Windows, Phone & Cloud

<http://officepreview.microsoft.com/getstarted>

<http://www.yammer.com>

<http://sharepoint.microsoft.com/>

[Microsoft Server and Cloud Platform site!](#)

# Link til relevante videoer:

- Future of Productivity: <https://www.youtube.com/user/officevideos>
- Gamification: <https://www.youtube.com/watch?v=2IXh2n0aPyw>
- Augmented kort: [https://www.youtube.com/watch?v=NCPzji\\_-2Oo](https://www.youtube.com/watch?v=NCPzji_-2Oo)
- Hans Rosling: <https://www.youtube.com/watch?v=jbkSRLYSojo>
- PowerBI/PowerMap: <https://www.youtube.com/watch?v=LGmeAkb-zN0>
- Kinect Kirurgi: <https://www.youtube.com/watch?v=wPHuIKrNxN8>
- Skype Translator: <https://www.youtube.com/watch?v=eu9kMleS0wQ>
- CPS: <http://blogs.technet.com/server-cloud> & <http://www.microsoft.com/cps>

Deraf følger komplekse udfordringer  
 ...og et behov for nye tilgange til sikkerhed

# Cyber terrorism & hacktivism

## \$1 trillion?



**GAME OVER**

Organized Crime Groups  
 Terrorist Groups  
 Nation-States

5x

24,000



Global cost of computer crime

Exponential growth of mobile addresses tied to Malware  
 77 Million user accounts targeted attacks  
 Mobile files stolen from widespread legacy technology  
 200,000 credit card accounts stolen  
 Cyber terrorism & hacktivism

Malicious software user accounts Targeted attacks

Data theft & insider leaks accounts stolen



Exponential Growth of IDs

250% rise in Mobile Malware



Widespread legacy technology



More sophisticated attacks

5x

more compromised records



77 Million user accounts stolen



200,000 credit card accounts stolen

90,000

email addresses stolen from US military contractor

24,000

files stolen from Pentagon

# EXECUTIVE SUMMARY – MICROSOFT ....



giver ikke blanco adgang til hverken egne eller kunders data



udleverer ikke krypteringsnøgler og assisterer ikke myndigheder med at bryde krypteringer



udleverer ikke data på baggrund af 'bulk' forespørgsler



bruger ikke & tillader ikke bagdøre i vores software eller software vi anvender



er ikke en del af nogen form for overvågnings- eller efterretnings-netværk i USA eller andre lande



Øger konstant kryptering af data både i transport og i lagring & driver derudover alle vores Datacentre med ISO27001 certificering



Fortsætter juridisk arbejde. Udfordrer bl.a. lovligheden i forespørgsler såkaldte 'gag orders'



Fortsætter lovligt & reguleret efterforskningssamarbejde rettet mod pirateri, pædofili, ID tyveri etc.



Øger gennemsigtigheden ved at

- involvere ejeren af data som efterspørges af myndigheden
- oprette flere code Review Centers
- udgive Law Enforcement Request Reports
- dele guidance baseret på erfaringer med sikker drift og udvikling



Tager initiativ til industrisamarbejde på området for at sikre bedst muligt fundament for 'Cloud Trust'

# High-density, industry-standard hardware

	Per Rack	Max per Stamp
Compute Nodes	32	128
Sockets	64	256
Cores	512	2048
Memory	8TB	32TB
File Servers	4	16
HDDs	192	768
HDD Raw Storage Capacity	768TB	3072TB
SSDs (for tiering)	48	192
SSD Raw Storage Capacity	38.4TB	153.6TB
Storage Used for Backup	126TB	504TB
Storage Available for Workloads	156TB	605TB
Total Storage Available	282TB	1.1PB