



Microsoft, Transformação Digital
e a 4ª Revolução Industrial

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“Our industry does not respect tradition – it only respects innovation”

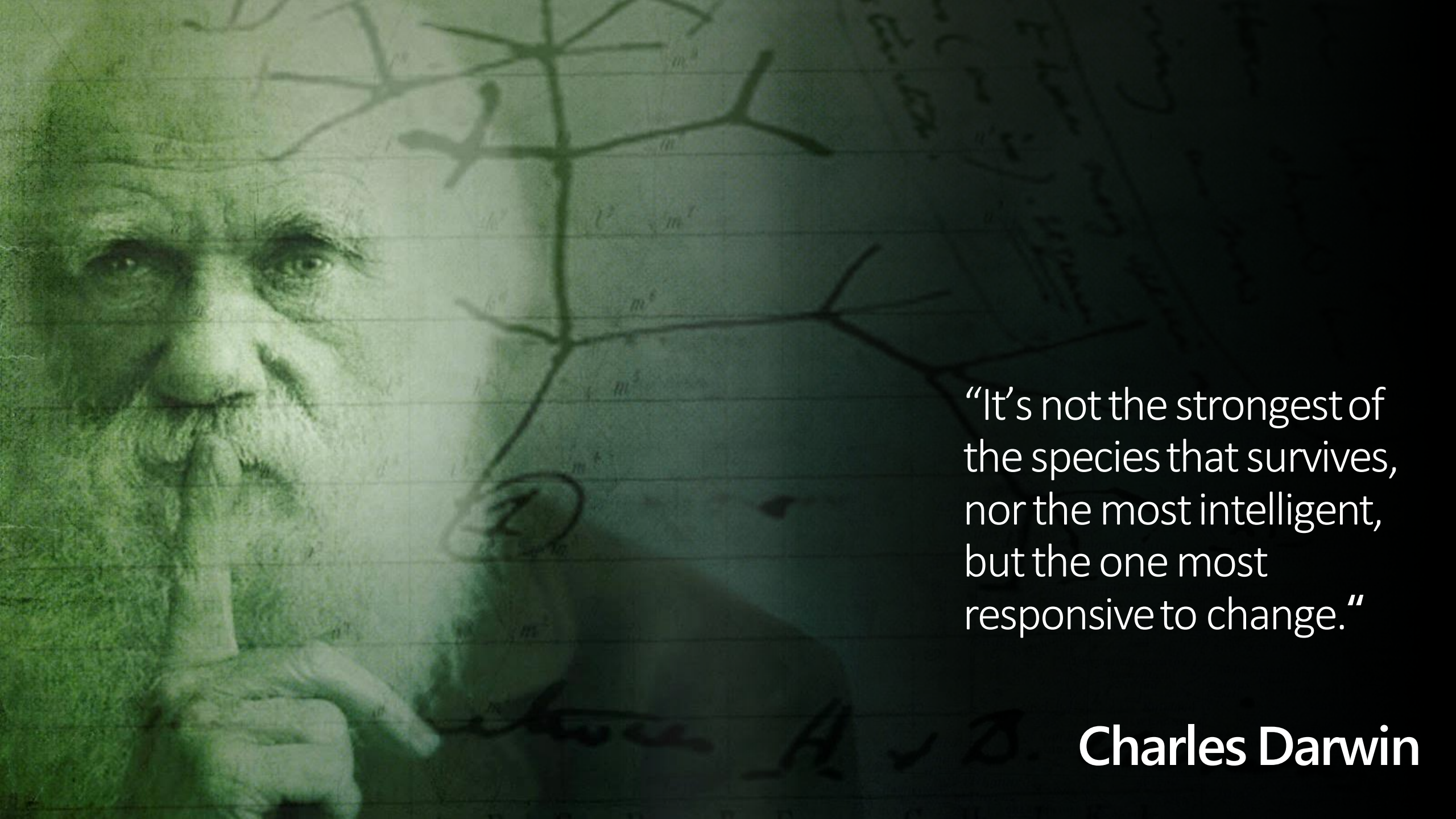
Satya Nadella



Senso de Urgência

“Empowering” Indivíduos e
Organizações a realizar mais

Quando a mágica acontece

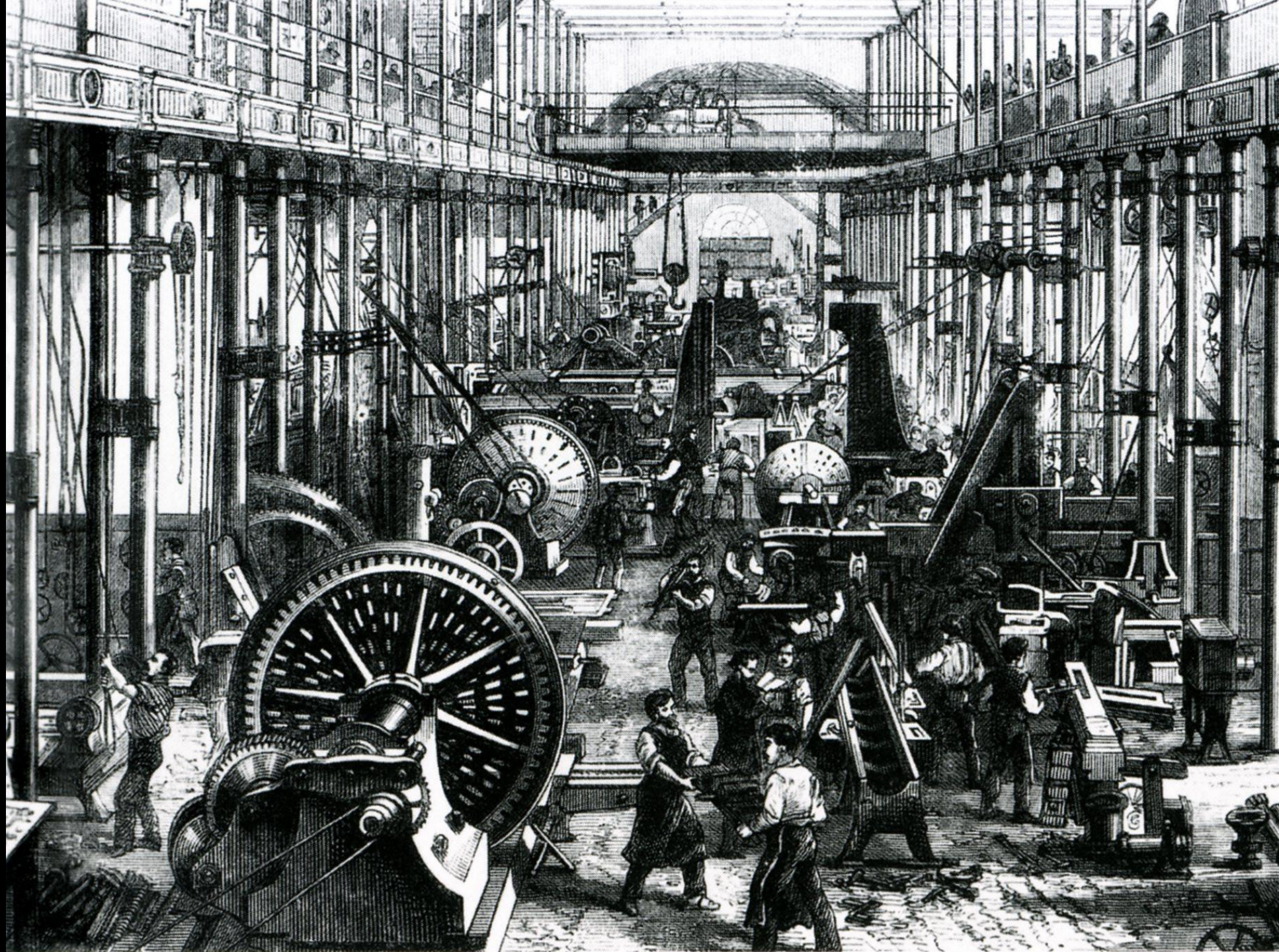


"It's not the strongest of
the species that survives,
nor the most intelligent,
but the one most
responsive to change."

Charles Darwin

Primeira Revolução Industrial

1760-1840



Primeira Revolução Industrial

1760-1840



Segunda Revolução Industrial

1870-1940



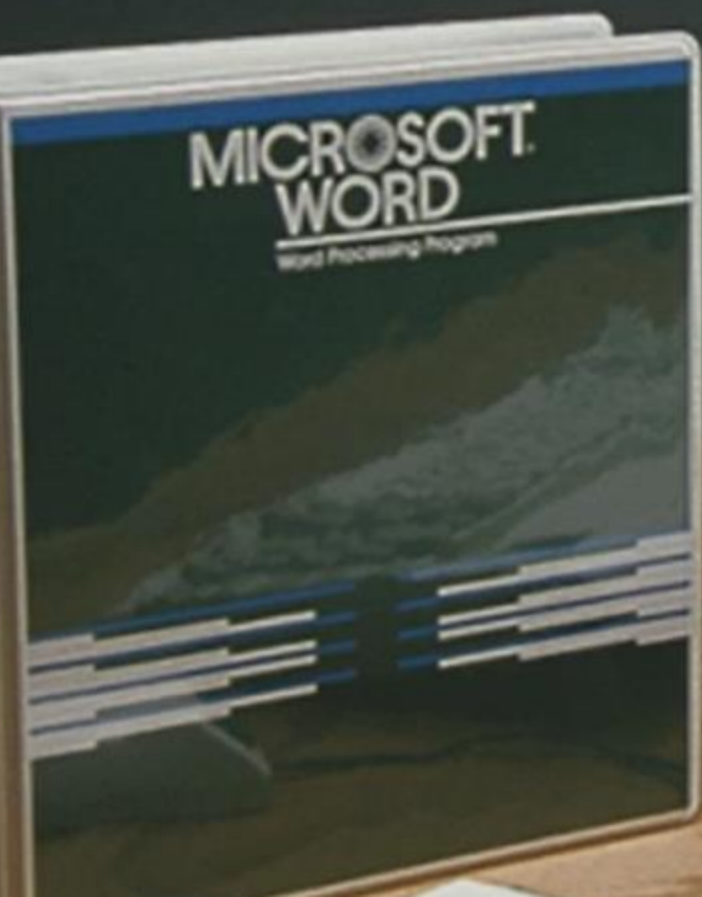




Terceira Revolução Industrial

1960-2015





LAKESIDE COMPLEX II
1250 Lake Washington Blvd.
Seattle, WA 98117

Dear Mr. Grant,

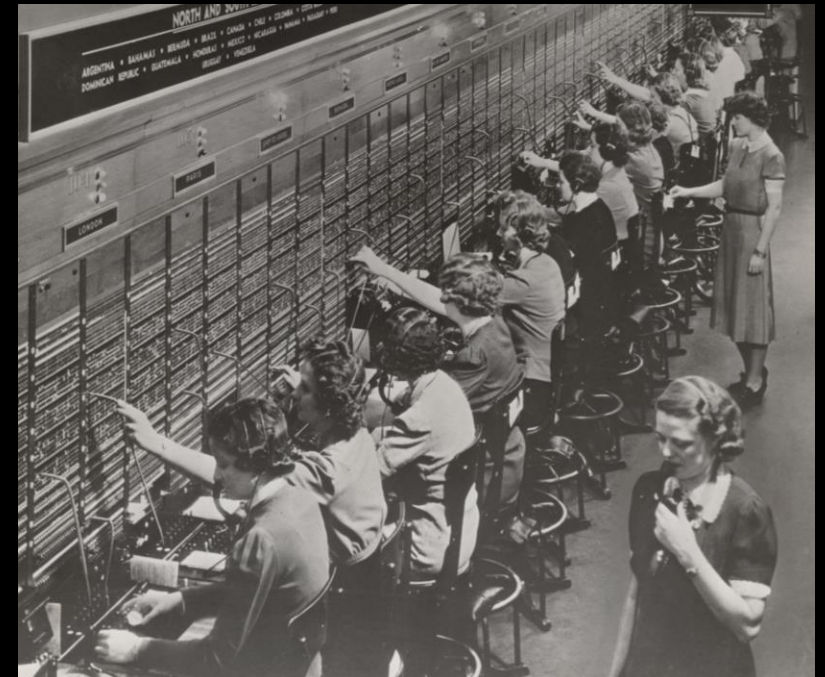
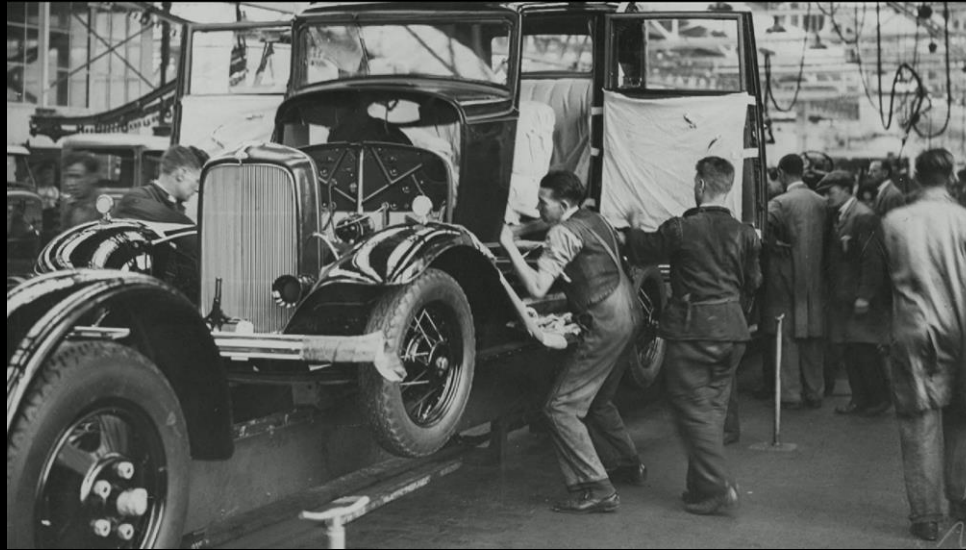
Since you began occupying Apartment 125, we've never had any complaints from the residing manager or your surrounding neighbors. First we'd like to say how pleasant it's been having you as a tenant at Lakeside Complex II. Your lease payments have always been prompt. And the exemplary condition of the apartment at the annual inspection last November inspired us to refund your damage deposit in full.

At that time we noted your possession of a small green reptile, which, as you explained, was not an ordinary housepet and therefore was not subject to the lease agreement you signed to obtain the apartment two years ago.

We agreed to make an exception, partly because of your reputation as a good tenant, and partly because of your testimony about the animal's harmless nature.

COMMAND: **IBM** Copy Delete Format Gallery Help Insert Jump Library
Options Print Quit Replace Search Transfer Undo Window
Select option or type command letter
Page 1 0 7 98x Free Microsoft Word: LETTER.DOC

Profissões
não são
eternas



Organizações
não são
eternas







Quarta Revolução Industrial

Física

Veículos Autônomos, robótica, impressão 3D, novos materiais

Biológica

Diagnóstico, Tratamento e Engenharia Genética

Digital

IoT, Blockchain, Modelos de Negócio Disruptivos



Senso de Urgência: Está acontecendo agora



Senso de Urgência

“Empowering” Indivíduos e
Organizações a realizar mais



"Our Mission is to have a computer on every desk and in every home"

Mission Accomplished!



80 million

SharePoint is now a \$2+ billion business.



There are more than 585,000 apps in the Windows and Windows Phone Store combined.

There are more than 6 million .NET users.

6 personal assistants

Researchers interviewed six real celebrity personal assistants to help identify the most essential traits for Cortana.



There are more than 2 million Visual Studio Online users.



Microsoft Azure is available in 140 countries.



Microsoft opened the first data center on its Redmond, Washington campus in 1989.



9.2 million

Bing indexes more than 2 billion Facebook status updates and half a billion tweets every single day.

Microsoft's fiber optic network could stretch to the moon and back — three times over.



246 million



Microsoft  Linux

azure

**CREATE MORE
PERSONAL COMPUTING**



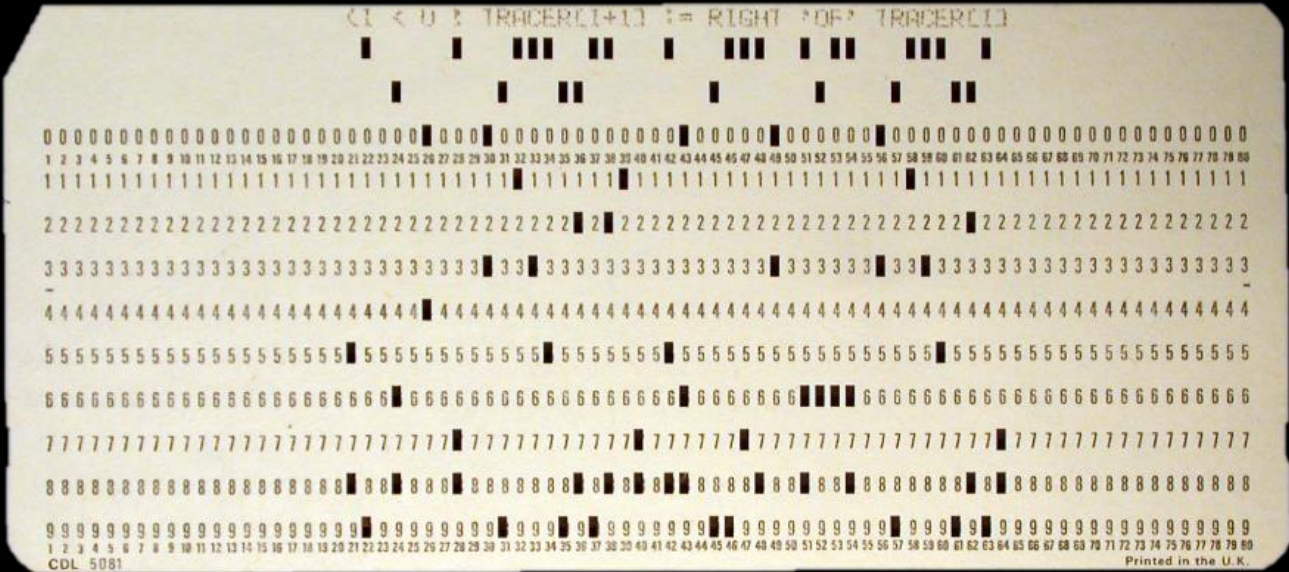
**BUILD THE
INTELLIGENT CLOUD**



**REINVENT PRODUCTIVITY
& BUSINESS PROCESSES**

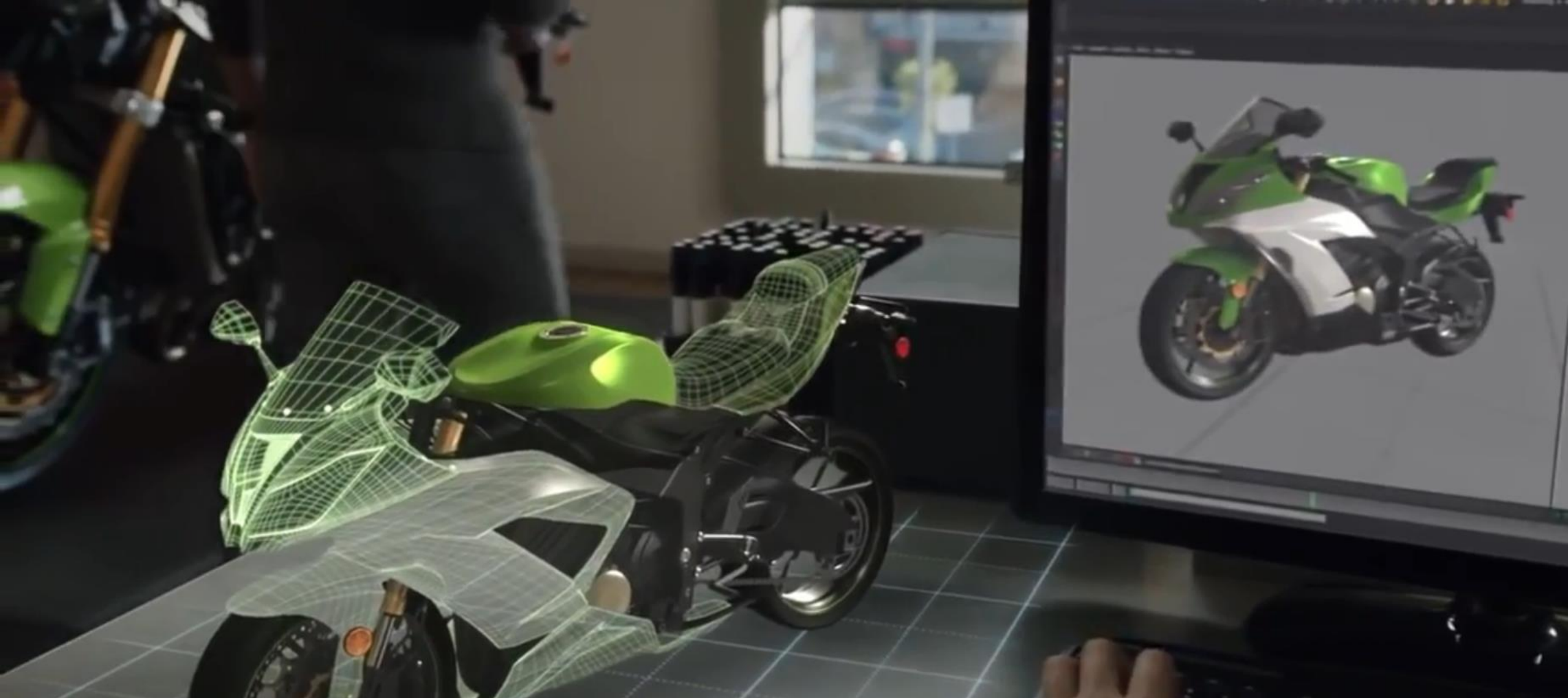


User Experience Evolution



Hololens: Enabling people to ~~see from a different perspective~~ **see from a different perspective**





A new way to interact with technology





Computação em Nuvem é prioridade



Azure é Aberto

Microsoft Integrated

Languages,
Dev Tools
and App
Containers



CMS and
Apps



Devices



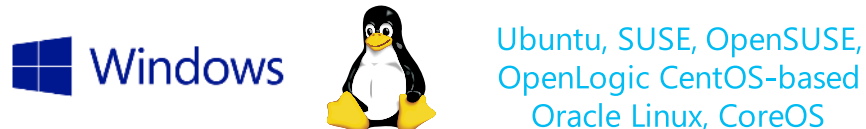
Databases



Management



Operating
systems



Ecosystem Provided





Hi. I'm Cortana.

Assistentes Digitais Pessoais

Quarta Revolução Industrial

Física

Veículos Autônomos, robótica, impressão 3D, novos materiais

Mudança de Hábitos

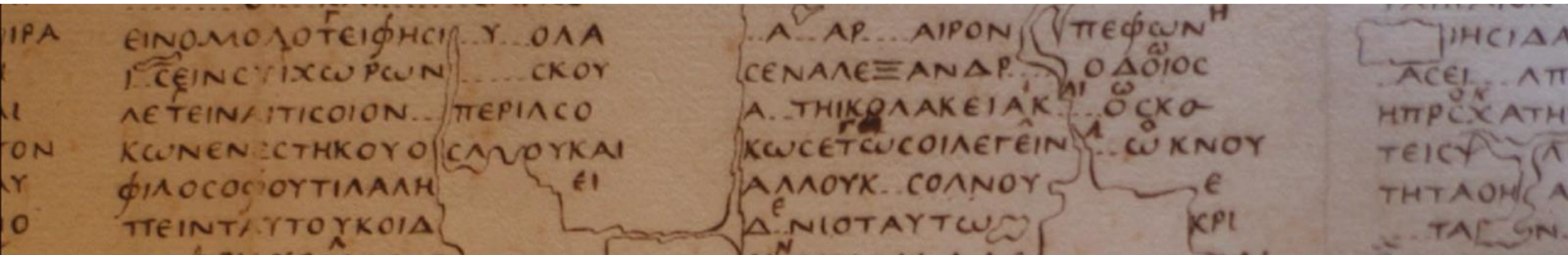
Biológica

Diagnóstica, Tratamento e Engenharia Genética

Powered by Cloud!

Digital

IoT, Blockchain, Modelos de Negócio Disruptivos



Bävern är en mycket skicklig simmare. I vattnet når den hastigheter av mer än elva kilometer i timmen. För att skydda sig mot kylan har bäverns hud tusentals små hårstrån och ett tjockt lager med fett. Med hjälp av sina stora lungor kan den stanna under vattenytan mer än tjugo minuter utan problem.

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TEMENOS

The Banking Software Company



170mil transações

R\$12mi em BitCoins

Crescendo 30% ao mês

15mil usuários ativos









Você será protagonista ou vítima
As tecnologias que criarão negócios disruptivos já estão disponíveis.



“Empowering” Indivíduos e
Organizações a realizar mais
Quando a mágica acontece

Tecnologia > Aprendizagem > Desempenho > Resultados



DA EDUCAÇÃO BÁSICA À VIDA EMPREENDEDORA

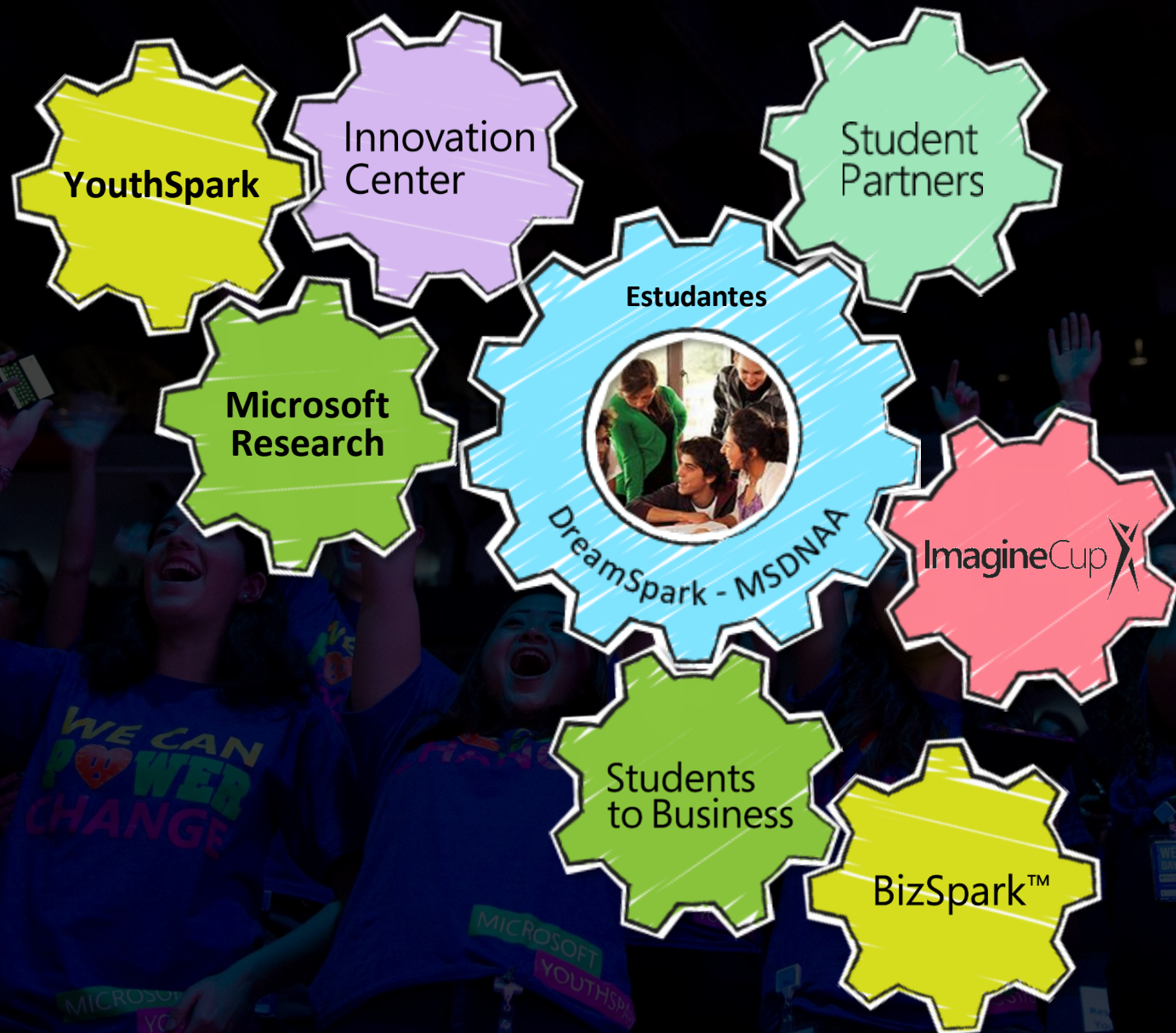
Ciclo de transformação para a competitividade

EDUCAÇÃO E CAPACITAÇÃO



APOIO NA JORNADA DO EMPREENDEDOR

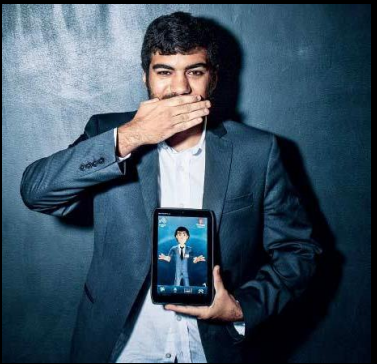




Imagine Cup: Mais de 200 mil estudantes brasileiros desde 2007

Student to Business: 221 mil estudantes capacitados

Desde 2003, foram R\$ 242 milhões, beneficiando 13,6 milhões de jovens





Clothes for you



Senso de Urgência: Está acontecendo agora



Você será protagonista ou vítima

As tecnologias que criarão negócios disruptivos já estão disponíveis.



Descubra a sua alquimia



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