Editorial Highlights

Technology Record: Issue 32 – Spring 2024

**Last editorial contribution date:** 23 February 2024

**Publication date:** 26 March 2024

**Upfront**

A round-up of technology innovations and business wins from Microsoft and its ecosystem of partners.

**In conversation with**

Continuing our ongoing series of interviews with senior Microsoft executives, in this HMI issue of the magazine we talk with [Dominik Wee](https://www.linkedin.com/in/dominikwee/), corporate vice president manufacturing and mobility, about continuing innovation going on within the manufacturing industry and the expected impact of new tools such as generative AI upon this space. We also get a preview of the products and solutions that Microsoft will be presenting at [HMI 2024](https://www.hannovermesse.de/en/hannover-messe-2024/) in Hannover this April.

**Cover story**

**Feature: Expanding Zero Trust strategies to combat security threats in the modern workplace.**

Operating in a secure and complaint manner has always been a key tenet of any successful organisation and never more so than right now, at a time when connected technologies can offer gateways into the enterprise as well as out to the customer. Industry and civic leaders are facing ongoing challenges to rapidly adapt their operations at a time when both individual and nation-state intrusion is at an all-time high. Microsoft has a wide array of security tools to put their customers ahead of the game, and with organisations like MISA gathering best-of-breed partners together in one place, the corporation is uniquely positioned to work with customers to safely navigate the security landscape. *Technology Record* finds out more.

* **Microsoft spokesperson:** To be confirmed.



**Financial Services**

**Feature: Environmental, social and corporate governance for financial services**

Growing public concern about issues such as climate change, diversity and inclusion, and corporate accountability has led an increasing number of business leaders to invest in new environmental, social and governance strategies. These ESGs are particularly relevant in the financial services sector, which is already rapidly evolving traditional operations to deliver consumer-led solutions. Microsoft’s Azure cloud platform and new tools like Microsoft Copilot are presenting financial services organisations with new ways to drive innovation. *Technology Record* takes a closer look.

* **Microsoft spokesperson:** [Claudia Hauser](https://www.linkedin.com/in/claudiahauser/), worldwide wealth management & capital markets solutions lead.



**Industrials & Manufacturing**

**Feature: Adopting sustainable processes to power intelligent factories of the future**

For some the concept of an industrial metaverse has become a familiar part of daily operations, with digital twins and IoT-driven processes built right into the DNA of an entirely reimagined organisation. For many though, the struggle to understand opportunities and develop a clear strategy for the adoption of new methodologies is still very real. Redefining how people, technology and infrastructure can be brought together to automate manufacturing processes in sustainable and profitable ways is the key to future manufacturing success, as we discover.

* **Microsoft spokesperson:** [Parag Ladha](https://www.linkedin.com/in/paragladha/), global industry marketing director, manufacturing.



**Media & Communications**

**Feature: How new technology is driving a reimagined media industry**

In an increasingly competitive market, media professionals are constantly looking for ways to generate highly imaginative content with innovative new tools like artificial intelligence. AI is being used to streamline workflows and improve existing content management and monetisation models, while at the same time opening up new opportunities to reimagine ways in which products are created. The same technology is also creating new channels to an even wider audience base. Microsoft and its ecosystem of partners are helping to define the future of creativity, content and digital experience, and to deal with the demand for new AI services.

* **Microsoft spokesperson:** [Simon Crownshaw](https://www.linkedin.com/in/simon-crownshaw-bb43baba/), worldwide strategy director, media and entertainment.



**Public Sector**

**Feature: Enabling change in public health and social services**

In a post-pandemic world which is also feeling the impact of significant financial unrest, the requirement upon health and social care providers to better serve citizens and communities is increasing on an almost daily basis. For many, the use of technology to deliver services that actively support citizen safety, prosperity and wellness comes as a natural evolutionary step. With the availability of tools such as Microsoft Cloud for Healthcare, coupled with a wide array of partner solutions and services, Microsoft is increasingly becoming the preferred technology provider.

* **Microsoft spokesperson:** [Andy Pitman](https://www.linkedin.com/in/andy-pitman-10a61b25/), director HHS solutions / [Brett Lightfoot](https://www.linkedin.com/in/brett-lightfoot-ba38733/), government business lead / [Kenya McKenzie-Jones](https://www.linkedin.com/in/kenyamckenzie/), digital strategist, worldwide public sector.



**Retail and Consumer Goods**

**Feature: Reimagining the shopper experience with cloud-based tools**

For retailers and consumer goods companies, the idea of transforming conventional shopping experiences is far from new; however, recent technology breakthroughs are offering innovators new opportunities to transform the customer experience. Using data in the cloud alongside newly introduced generative AI solutions can power new ways of thinking about the relationship between physical and online stores, drive greater levels of consumer service personalisation, and deliver previously inconceivable behavioural insights. Despite the challenges, it’s an exciting time to be in retail, as *Technology Record* discovers.

* **Microsoft spokesperson:** [Mike Edmonds](https://www.linkedin.com/in/michaeledmonds/), senior strategy director, worldwide retail consumer goods & gaming.



**The last word**

**Analysis:** Views on a digitally transformed world from *Technology Record*, along with opinion from leading industry analysts and associations.

**Event partnership**

Throughout the year *Technology Record* maintains strategic links and a physical presence for both publication and personnel at a number of leading in-person industry events. At the same time, the magazine supports and augments virtual gatherings with digital promotion and online coverage.

**Spring 2024 events:**

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| --- | --- |
| [NAB Show](https://nabshow.com/2024/) 13-17 April, Las Vegas | [HIMSS Europe](https://www.himss.org/event-himss-europe) 29-31 May, Rome |
| [HMI 2024](https://www.hannovermesse.de/en/) 22-26 April, Hannover | [Shoptalk Europe](https://shoptalkeurope.com/) 3-5 June, Barcelona |
| [Retail Technology Show](https://www.retailtechnologyshow.com/)24-25 April, London | [Gartner Security & Risk Management Summit](https://www.gartner.com/en/conferences/na/security-risk-management-us)3-5 June, National Harbour, Maryland |
| [Microsoft 365 Conference](https://m365conf.com/#!/) 1-2 May, Orlando | [InfoSecurity Europe](https://www.infosecurityeurope.com/) 4-6 June, London |
| [RSA Conference](https://www.rsaconference.com/usa) 6-9 May, San Francisco | [Money 20/20 Europe](https://europe.money2020.com/) 4-6 June, Amsterdam |
| [ARC Europe](https://www.arcweb.com/events/arc-industry-forum-europe) 6-8 May, Barcelona | [IOT Tech Expo North America](https://www.iottechexpo.com/northamerica) 5-6 June, Santa Clara |
| [DynamicsCon](https://live.dynamicscon.com/) 13-16 May, Denver | [Smart Factory Expo](https://www.mandeweek.co.uk/welcome-smart) 5-6 June, Birmingham UK |
| [Directions ASIA](https://www.directionsforpartners.com/conferences-and-events/directions/asia-2024) 16-17 May, Bangkok | [Infocomm](https://www.infocommshow.org/exhibit/exhibit-ic24) 8-14 June, Las Vegas |
| [IOT Solutions World Congress](https://www.iotsworldcongress.com/)21-23 May, Barcelona | [European Power Platform Conference](https://www.sharepointeurope.com/european-power-platform-conference/)11-13 June, Brussels |

**Alliances**

*Technology Record* is proud to partner with a broad range of leading industry organisations including:



**Talk with one of our dedicated industry leads**

We are happy to talk with you about forthcoming editorial planning and the wealth of marketing opportunities which are available to Microsoft partners wishing to promote their brand.

**Financial Services:** Ricky Popat - ricky.popat@technologyrecord.com

**Industrials and Manufacturing:** Daniel Thurlow - daniel.thurlow@technologyrecord.com

**Media and Communications:** Tim Grayson - tim.grayson@technologyrecord.com

**Public Sector:** Paul Zmija - paul.zmija@technologyrecord.com

**Retail and Consumer Goods:** Thomas Wills - thomas.wills@technologyrecord.com

**Cross-industry:** Martin Hall – martin.hall@technologyrecord.com.

**Executive editor:** Andy Clayton-Smith - andy@technologyrecord.com

**Editorial lead:** Alice Chambers - alice.chambers@tudor-rose.co.uk

**Digital content lead:** Amber Hickman - amber.hickman@tudor-rose.co.uk.

**Further information**

*Technology Record* is published quarterly by Tudor Rose. To find out more or to view back issues visit www.technologyrecord.com. This editorial plan is subject to the availability of those organisations and individuals listed. Alternative contributors will be found wherever possible.

Find out more at <https://www.technologyrecord.com/contact-us>.