Editorial Highlights

Technology Record: Issue 29 – Summer 2023

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**Upfront**

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

**Cover story**

**Feature: Successfully driving change in modern workforce culture**

Research from Microsoft shows that an increase in ‘telecommuting’ workers of around 22 per cent between 2017 and 2018 increased three-fold during the pandemic. As organisations now cope with economic turbulence, growing numbers are adapting existing workforce strategies to embrace more modern ways of operating. The benefits of adopting secure, cloud-based technology tools are tangible, not only in terms of worker retention and operational efficiency but also in leveraging entirely new markets. With analyst group IDC predicting some $6.8 trillion in digital investments between 2020 and the end of 2023, solutions from Microsoft and its ecosystem of partners are helping drive worker productivity and collaboration across multiple platforms and locations.

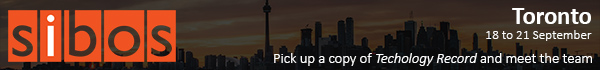
* M**icrosoft spokesperson:** *To be confirmed.*

**Microsoft product focus**

**Feature: Revolutionising operational efficiency with the Teams platform**

The last few years saw disruption to every facet of daily living, not least in the workplace, where staff found themselves isolated from teammates and customers, struggling to collectively keep their companies afloat. Supply chains across all industries were thrown into turmoil and traditional operating strategies became difficult, if not impossible, to maintain. For many, the Microsoft 365 suite of products and, in particular, its flagship collaboration tool Teams rapidly became the de-facto way to maintain effective links between workers, suppliers, partners and customers. As the threat of global pandemic recedes, growing numbers of organisations are taking lessons learned during this uniquely challenging period to enrich core operations with newly adopted hardware, tools and procedures. We find out more about the impact Microsoft Teams has had on enterprise and public sector operations.

* **Microsoft spokespeople:** [Abid Chaudhry](https://www.linkedin.com/in/abidc/), product marketing director, frontline & industry, Microsoft 365 & Teams / [Mayank Verma](https://www.linkedin.com/in/mayankverma08/), senior product marketing director, frontline & industry, Microsoft 365 & Teams.

[](https://www.sibos.com/)

**Financial Services**

**Feature: Creating brand new markets from core legacy functions**

The mantra of digital transformation has been a driver for disruption across all areas of traditional FSI business models, with technology tools presenting innovators with the chance to modernise core systems whilst at the same reimagining essential relationships between customer and service provider. By moving to the Cloud banking and insurance communities worldwide are able to embrace opportunities to improve existing services whilst further extending the value chain. Growing numbers of financial institutions are leveraging new technologies such as Cloud, AI and Big Data to compete more successfully, serve customers better and drive increasing profitability. Microsoft is at the heart of much of this activity, as *Technology Record* discovers.

* **Microsoft spokesperson:** [Peter Hazou](https://www.linkedin.com/in/peter-hazou-9b6b181a/), director, worldwide financial services industry.

**Industrials & Manufacturing**

**Feature: Drive sustainability through cloud-powered supply chains**

Modern consumers increasingly demand that brands offer clear sustainability credentials. The race is on to deliver tangible environmental, social and governance (ESG) standards and, in manufacturing, these strategies centre largely around the supply chain. Accurately gauging consumption of raw materials whilst also measuring the production impact upon emissions and waste are key factors in any manufacturing operation, leading many businesses to utilise technology in powering their sustainability story. *Technology Record* investigates further.

* **Microsoft spokespeople:** [Indranil Sircar](https://www.linkedin.com/in/indranilsircar/), CTO worldwide manufacturing / [Parag Ladha](https://www.linkedin.com/in/paragladha/), global industry marketing director, manufacturing / [Alfonso Rodriguez](https://www.linkedin.com/in/alfonsorodriguezl/), product marketing director, Microsoft Cloud for manufacturing.

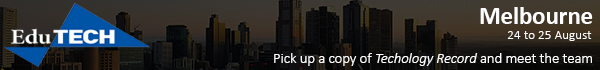
[](https://show.ibc.org/ibc2022)

**Media & Communications**

**Round table: What will the media industry look like in 2030?**

*Technology Record* brings together a number of key media organisations to makes predictions upon how emerging Microsoft technology will lay the foundations for further evolution of the industry landscape. Marvel, Paramount, Microsoft, and other media industry luminaries tell us more about the challenges and opportunities ahead.

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

[](https://www.terrapinn.com/exhibition/edutech-australia/)

**Public Sector**

**Feature: Creating social, economic and environmental prosperity**

Civic leaders around the world are alive to the concept of more holistic approaches to public sector service provision. Whether considering the built infrastructure, public transit, the delivery of healthcare and education services, ensuring safer communities through policing and security, or supporting commerce to drive more successful economic outcomes, government leaders are learning to adopt longer-term planning strategies that embrace technology as a driver for change. *Technology Record* takes a closer look at latest innovations.

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

[](http://www.etaileast.wbresearch.com/)

**Retail and Consumer Goods**

**Feature: Powering revenue growth management in consumer goods**

Consumer-goods industry leaders have learned to master the fundamentals of revenue growth management with brands, pricing, promotion, and investment playing key roles in strategy planning. In challenging economic times, many within the sector are struggling to maintain market share and looking to boost competitive advantage by adopting innovative technology tools. Microsoft’s Cloud for Retail is one of the toolsets helping consumer-goods specialists to succeed in tough times.

* **Microsoft spokesperson:** [Amy Vener](https://www.linkedin.com/in/amyvener/), global retail & consumer goods industry marketing director.

**The last word**

**Analysis:** Industry analyst commentary on innovation in a digitally transformed world.

**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.

**Summer 2023 events:**

* [eTail 2023](http://www.etaileast.wbresearch.com/), 14-16 August, Boston
* [EduTech 2023](https://www.terrapinn.com/exhibition/edutech-australia/), 24-25 August, Melbourne.
* [IBC](https://show.ibc.org/ibc2022) 2023, 15-18 September, Amsterdam
* [Sibos 2023](https://www.sibos.com/), 18 – 21 September, Toronto.

**Alliances**

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



**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.

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