Editorial Highlights

Technology Record: Issue 31 – Winter 2023

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**Upfront**

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

**Cover story**

**Feature:** **The importance of data sovereignty in a cloud-connected world**

Ever since Judge James Francis of the Southern District Courts of New York issued his landmark warrant in 2013, Microsoft has been at the epicentre of a lively conversation about the sovereignty of data in the cloud. Understanding that all data is subject to legal, compliance and governance structures has become a core tenet of both corporate and governmental operations around the globe. Over 100 countries have developed their own legislation and companies of all kinds are implementing plans for ethical and compliant data usage via cloud-based tools and artificial intelligence. However, without a solid data platform made robust by the application of a comprehensive sovereignty strategy, organisations attempting to successfully leverage generative AI and cloud tools may yield less than spectacular results. *Technology Record* finds out more.

* M**icrosoft spokesperson:** [Satish Thomas](https://www.linkedin.com/in/satishthomas/), corporate vice president Microsoft industry clouds / [Kathleen Mitford](https://www.linkedin.com/in/kmitford/), corporate vice president, global industry marketing.



**Special focus**

**Feature: Exploring the MISA partner ecosystem**

Since its inception in 2018, the core vision of the Microsoft Intelligent Security Association (MISA) has been to gather together best-of breed security specialists to develop solutions and services that leverage the Microsoft technology stack. By working with MISA members to integrate their existing solutions and to create completely new security tools using its cloud-based technology, Microsoft has been able to drive the security agenda at pace across all areas of commerce and civic activity. In this special focus feature *Technology Record* talks with Microsoft leaders and MISA partners about the unique solutions being created through this collaboration.

* **Microsoft spokesperson:** [Maria Thomson](https://www.linkedin.com/in/thomsonmaria/), Microsoft Intelligent Security Association Lead.

**Financial Services**

**Feature: Boosting workforce effectiveness to improve customer experiences**

From back-office call centres to frontline claims adjuster, financial services organisations depend upon skilled personnel to gain competitive advantage. Workers must be knowledgeable and effective in responding to the needs of their customers, while also generating positive outcomes from every engagement. The workforce is a key asset of any organisation, which is why Microsoft works with its ecosystem of FSI partners to develop tools that empower the worker. *Technology Record* investigates.

* **Microsoft spokesperson:** [Chris Caile](https://www.linkedin.com/in/chriscaile/), director of solutions marketing.

**Industrials & Manufacturing**

**Feature:** **Using digital twins to accelerate time to market**

The concept of digital twins has been a driver for manufacturing innovation for some years; however, with the recent introduction of AI tools, manufacturers are now presented with opportunities to move from gaining insight into known data silos to exploring design and production options that extend far beyond the factory walls. From improving existing industrial processes to designing entirely new product lines, the power of the digital twin as an agent of change is undeniable.

* **Microsoft spokespeople:** [Alfonso Rodriguez](https://www.linkedin.com/in/alfonsorodriguezl/), product marketing director, Microsoft Cloud for Manufacturing.



**Media & Communications**

**Feature: Accelerating production at the edge of the network**

The media industry is reaching an inflexion point, as cloud and artificial intelligence fuel transformation throughout the sector. Many media organisations are wary about making the move fully into the cloud for a variety of reasons, despite their desire for the capabilities it offers. In this feature, *Technology Record* will explore the space between the two worlds of on-premises and cloud operations: the edge. We’ll examine what a hybrid approach to the cloud, enabled by edge computing, can offer media organisations and how it can help drive forward efficiency and innovation throughout the industry.

* **Microsoft spokesperson:** [Scott Davis](https://www.linkedin.com/in/scottmdavis/), broadcast media architect.



**Public Sector**

**Feature: Transforming justice and defence services with digital tools**

Living in a connected world has obvious advantages, but it also provides those wishing to gain unfair advantage or disrupt daily life with entirely new ways of operating. As cybercrimes continue to rise, law enforcement agencies and justice departments around the world are working to deploy robust and secure counter solutions. Public safety organisations are utilising cloud technology to accelerate their operations, effectively share data across multiple agencies and modernise communications, for workforces and citizens alike.

* **Microsoft spokesperson:** [Kirk Arthur](https://www.linkedin.com/in/kirk-arthur/), worldwide government solutions lead.

**Retail and Consumer Goods**

**Feature: Reinventing the world of retail with generative AI**

Recent industry surveys suggest that within just a few months of public availability almost 20 per cent of shoppers have already looked to generative AI to assist in making purchase decisions. For retailers the race is now on to embrace new technology to radically overhaul supply chains, storefronts, and customer engagement methodologies. For a growing number, Microsoft cloud solutions are providing the edge required to succeed in this highly competitive sector. We find out more.

* **Microsoft spokesperson:** [Shanthi Rajagopalan](https://www.linkedin.com/in/lshanthirajagopalan/), head of solutions sales strategy, worldwide retail and consumer goods.



**The last word**

**Analysis:** Views on a digitally transformed world from *Technology Record*, along with opinions 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.

**Winter 2023 events:**

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| --- | --- |
| [NRF](https://nrfbigshow.nrf.com/), 14 – 16 Jan, New York[BETT Show](https://uk.bettshow.com/), 24 -26 Jan, London[ARC Orlando 2024](https://www.arcweb.com/events/arc-industry-forum-orlando), 4 – 8 Feb, Orlando[MWC Barcelona](https://www.mwcbarcelona.com/), 26 – 29 Feb, Barcelona[E-tail West](https://etailwest.wbresearch.com/), 26 – 29 Feb, Palm Springs | [EuroCIS](https://www.expobeds.com/event/eurocis), 27 - 29 Feb, Dusseldorf[Days of Knowledge (DoK)](https://directions4partners.com/days-of-knowledge/uk-2024/), 21 – 22 Mar, Birmingham[Shoptalk](https://shoptalk.com/us/register), 17 – 20 Mar, Las Vegas[Enterprise Connect](https://www.enterpriseconnect.com/orlando), 25 – 28 Mar, Orlando[American Manufacturing Summit](https://manusummit.com), TBC, Chicago. |

**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.

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**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.

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