Editorial highlights

Technology Record: Issue 35 – Winter 2024

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**Upfront**

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

**Cover story**

**How AI and the cloud reinvented the world of work in 2024**

The potential wins that AI might offer the world have been the subject of furious debate for some time now; however, enterprise and public sector leaders of every type rely upon a great deal more than marketing hyperbole to inform their technology investments – they need reliable examples of AI in action and delivering value. So, as the year draws to a close, where are those real world examples to be found? In our winter 2024 cover story, *Technology Record* takes a deep dive into the work being done by Microsoft and its ecosystem of partners to move the generative AI conversation from embracing concepts to actively adopting new tools. We see how Azure cloud-based tools like Copilot are fundamentally changing the ways in which both business and civic operations are being delivered.

* **Microsoft spokesperson:** [Sam Murley](https://www.linkedin.com/in/sammurley/), GM, industrial AI, global sales and partnerships.



**In conversation with**

As part of our ongoing series of interviews with senior leaders at Microsoft, in our Winter 2024 issue we talk with chief partner officer and corporate vice president of global partner solutions, [Nicole Dezen](https://www.linkedin.com/in/nicoledezen), about highlights from the past year and plans for the year ahead.

**Special product focus**

**Charting the impact of Teams in the workplace**

Microsoft’s FY24 Q1 results revealed that the total number of Teams users worldwide had reached the 320 million per month mark, an incredible journey from its initial release as a free-to-use solution in July of 2018. As the main hub for collaboration within the Office 365 suite, Teams delivers sharing and communication capabilities for a wide variety of working environments, with chat, voice, and meeting functionality all delivered in a single solution. So where does the future of this strategically vital resource lie in an increasingly connected world? *Technology Record* finds out more.

* **Microsoft spokesperson:** [Ilya Bukshteyn](https://www.linkedin.com/in/ilyabu/), VP Teams Calling, devices and premium experiences.



**Financial Services**

**Feature: Enhancing customer experience and empowering workforce with cloud and generative AI**

*Technology Record* investigates what customers are expecting from their financial services providers including how AI and cloud-powered tools are enhancing customer experience both online and across in-person banking interactions. We also consider how financial services employees can use Microsoft’s tools and solutions to overcome the challenge of digital debt, where staff are overwhelmed by data, messages and applications.

* **Microsoft spokesperson:** [Chad Hamblin](https://www.linkedin.com/in/chadhamblin/), global industry director, financial services, Microsoft Dynamics.



**Industrials & Manufacturing**

**Feature: Achieving always-on visibility with connected supply chains.**

Supply chains have always been at the heart of every manufacturing organisation and, in a digitally transformed world, the need to develop a resilient, sustainable supply chain using secure, flexible, and highly collaborative technology is a major key to success. Ensuring that materials and goods can flow seamlessly throughout the manufacturing environment, whilst intuitively responding to changing customer demands and market forces is uppermost in the minds of most industry leaders, as we discover in this issue of *Technology Record*.

* **Microsoft spokesperson:** [Indranil Sircar](https://www.linkedin.com/in/indranilsircar/), CTO, manufacturing and mobility industry.



**Media & Communications**

**Feature: Broadcasting can finally head for the cloud**

There’s a revolution going on in the ways in which broadcast content is being created and consumed, one which has seen the media industry shift from traditional linear workflows to embrace more flexible ways of working. Software-defined systems are helping to reimagine traditional broadcast and more modern live streaming business models, with cloud-based solutions empowering broadcasters to operate effectively and regardless of location, at scale and with a greatly reduced total cost of ownership. Microsoft is at the forefront of this migration to cloud-driven operations.

* **Microsoft spokesperson:** [Silvia Candiani](https://www.linkedin.com/in/silvia-candiani-5768b63/), vice president telecommunications and media.



**Public Sector**

**Feature: Technology as a driver for public inclusivity and accessibility.**

One of the more positive legacies of widespread coronavirus ‘lockdowns’ is a heightened awareness of the need for unfettered delivery of public services to all parts of the community, along with a greater consideration for those traditionally challenged in their struggle to access those services. Whether seeking to tackle the growing challenge of caring for the elderly, managing the needs of vulnerable members of the community, developing strategies to embrace greater inclusion for those with disabilities, or providing greater access of civic services for all, cloud-based technology is helping to bring about positive change, as we discover.

* **Microsoft spokesperson:** [Eric Basha](https://www.linkedin.com/in/ericbasha/), business strategy, sales and marketing director.



**Retail and Consumer Goods**

**Feature: The Store: Evolving the traditional storefront with generative AI**

Whilst the growth of online shopping continues at pace, traditional shopfronts still hold real value as a way of engaging with the customer. The challenge; however, is to extract maximum return from a part of the business that is, by definition, costly to maintain. Adopting technology to empower storefront personnel has clear benefits, with data-driven operations enabling workers to engage with shoppers in entirely new ways. At the same time, by taking advantage of tools like Microsoft Cloud for Retail, Dynamics 365, and Copilot, retailers can leverage the cloud and AI to connect all parts of the business in support of their storefront experience. *Technology Record* finds 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 2024 events:**

|  |  |
| --- | --- |
| [CES](https://www.ces.tech/), 7-10 January, Las Vegas[NRF](https://nrfbigshow.nrf.com/), 12-14 January, New York[AI Everything Global](https://aieverythingglobal.com/home), 4-6 February, Dubai[IOT Tech Expo Global](https://www.iottechexpo.com/global/), 4-6 February, London | [EuroCIS](https://www.expobeds.com/event/eurocis), 18-20 February, Düsseldorf[Smart Retail Tech Expo](https://www.smartretailexpo.co.uk/), 25-26 February, London[ARC](https://www.arcweb.com/events/arc-industry-leadership-forum-orlando), 9-13 February, Orlando[Mobile World Congress](https://www.mwcbarcelona.com/), 3-6 March, Barcelona. |

**Alliances**

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



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

Contact us about the wealth of marketing opportunities available to Microsoft partners looking 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.