Editorial highlights

Technology Record: Issue 39 – Winter 2025

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**Upfront**

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

**Cover story**

**Leveraging technology tools to create new markets**

Leaders across all industries are realising the potential of using agentic AI tools to analyse their corporate data silos with a view to targeting untapped markets. These same cloud-enabled tools can help develop new products swiftly and effectively, to reach audiences with highly compelling marketing strategies, and fulfil orders in a timely and efficient manner – all of which is driving customer delight and securing market share. Products like Microsoft Azure, Dynamics and Office, used in conjunction with industry-tuned AI tools like Microsoft Copilot, can help businesses operate more effectively whilst also pivoting into entirely new commercial spaces. We take a moment to find out more.

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

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**In focus**

**The growing importance of Microsoft Teams as a universal connector**

Latest iterations of Microsoft’s Teams solution contain greater collaboration features, improved scheduling and planning facilities, and more freedom for users to define their individual settings. On the hardware side, partners continue to expand the range of available form factors, whilst Microsoft continues to innovate, ensuring that the Teams offering reaches a level of ubiquity that is cementing its position as the de-facto business connector. In this special feature, we look at advances being made in the Teams universe and showcase some of the best-in-breed solutions coming from Microsoft and the ecosystem of partners that also work in this space.

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

**Financial Services**

**Feature: Powering the modern workplace by empowering FSI personnel**

Microsoft’s long-held mantra for all industry sectors is to ‘improve productivity through better teamwork, insight, and communication’ and nowhere is that truer than in financial services. In a heavily regulated industry undergoing a period of substantial change, solutions within the Microsoft Cloud for Financial Services ‘toolkit’ are offering leaders a clear path to evolved and empowered workforces. Cloud-based products such as Microsoft Azure, Fabric, Power Platform, Teams, and Copilot are all paying an active role in changing the workplace, whilst strengthening security and resilience.

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

**[](https://www.arcweb.com/events/arc-industry-leadership-forum-orlando)**

**Industrials & Manufacturing**

**Feature: Creating sustainable, resilient supply chains**

The central core to any successful manufacturing organisation lies an ability to ensure business continuity. At the same time, manufacturers are constantly compelled to reduce operational risk by building highly connected systems to provide secure, highly detailed views of their corporate landscape. The central channel for all this activity is the supply chain, which flows through every part of the manufacturing process, from raw materials to product delivery. However, whilst modern supply chains need to operate smoothly and with resilience, they also need to consider a growing requirement for sustainability as standard, so how is this balance being achieved? *Technology Record* finds out.

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

[](https://aieverythingglobal.com/home)

**Media & Communications**

**Feature: Tracking the potential of new tools to deliver real value in the media industry**

There are some great examples of Microsoft’s ability to bring innovation to the media broadcast market, with recent news releases focusing on work being done alongside sporting giants like America’s NFL to power workforce effectiveness and fan engagement. Microsoft’s partnership with the NFL is setting a new standard for how agentic AI and Copilot can elevate performance in high-stakes environments. From sideline tablets to scouting workflows, these tools are delivering real-time insights that help coaches and analysts make faster, smarter decisions. It’s a clear example of how AI can move beyond experimentation and into execution—at scale. For media organisations, the opportunity is to apply these same capabilities to streamline live production, optimise editorial workflows and enhance audience engagement. When AI becomes a proactive partner, it doesn’t just support human judgment—it accelerates it.

* **Microsoft spokesperson:** [Mandy Rutledge](https://www.linkedin.com/in/mandyrutledge/), managing director, sports, media & entertainment.

**Public Sector**

**Feature: Driving efficiency and positive impact in public sector finance**

Government leaders worldwide are challenged by rapidly changing financial landscapes that call for a shift in traditional thinking to gain new efficiencies and greater flexibility. It’s no surprise that many view AI driven technology tools as a powerful way to drive more effective citizen engagement, improve internal processes, promote cost-savings and deliver greater operational efficiency. In this winter issue of the magazine *Technology Record* finds out more.

* **Microsoft spokesperson**: [Valentina Ion](https://www.linkedin.com/in/valentinaion/), worldwide public sector finance lead.

**[](https://nrfbigshow.nrf.com/)**

**Retail and Consumer Goods**

**Feature: From assistants to agents – the future of AI in retail**

As retail technology specialists ready themselves for the NRF Big Show in New York, for Microsoft and its ecosystem of partners, the conversation is very much about the increasing power of AI and, more specifically, how tools like Microsoft Copilot Studio and Azure AI Foundry are helping retailers to build agentic AI solutions that can better interpret and manipulate data, with the aim of driving productivity and achieving greater levels of customer delight. *Technology Record* takes a closer look at these powerful new retail tools.

* **Microsoft spokesperson:** [Anya Minbiole](https://www.linkedin.com/in/anya-minbiole/), global business strategy lead, retail, consumer goods and gaming.

**The last word**

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

[](https://techexevent.com/)

**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 2025 events:**

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| --- | --- |
| [NRF](https://nrfbigshow.nrf.com/) 11-13 Jan 2026, New York | [AI Everything MEA](https://aieverythingglobal.com/home) 10-12 Feb 2026, Cairo |
| [Tech Expo GLOBAL](https://techexevent.com/) 4-5 Feb 2026, London | [MWC Barcelona](https://www.mwcbarcelona.com/) 2-5 Mar 2026, Barcelona |
| [ISE](https://www.iseurope.org/) 3-6 Feb 2026, Barcelona | [Enterprise Connect](https://enterpriseconnect.com/) 10-12 Mar 2026, Las Vegas |
| [ARC Orlando 2025](https://www.arcweb.com/events/arc-industry-leadership-forum-orlando) 9-12 Feb 2026, Orlando | [EuroCIS](https://www.expobeds.com/event/eurocis) 22-26 Feb 2026, Dusseldorf. |

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**Further information**

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