

The 4th Industrial Revolution

Opportunities & Challenges

Sity Adila
Microsoft

Daqing Lee
Info Trek

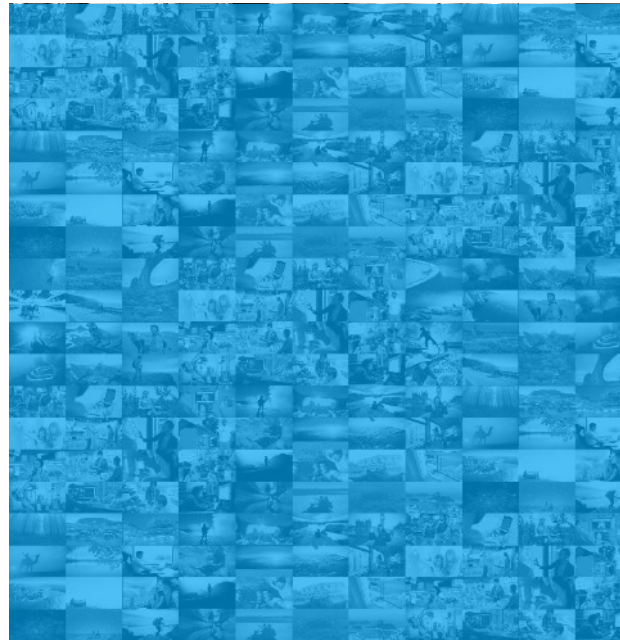
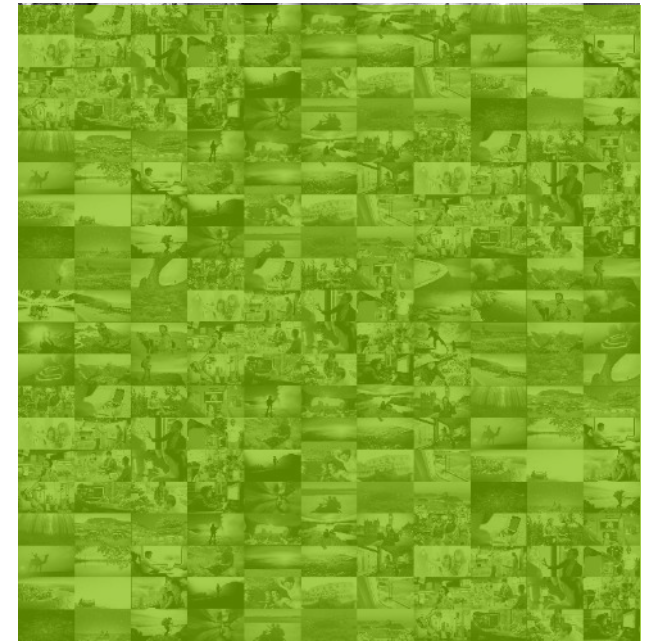
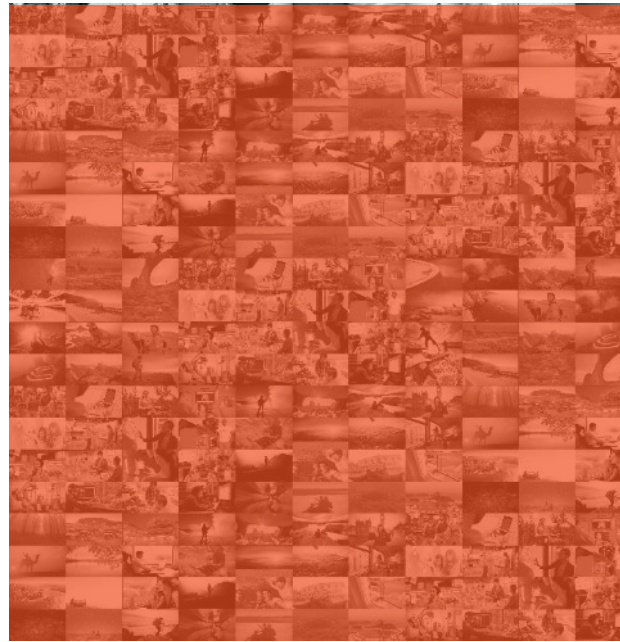


Our society and technology



Microsoft mission

Empower every person and
every organization on the
planet to achieve more



Our industry does
not respect tradition.
It only respects
innovation.

Satya Nadella
CEO, Microsoft



THE DISRUPTIVE DIGITAL REVOLUTION

Daqing Lee
Info Trek

THE MOBILE PERSONAL DIGITAL REVOLUTION

UBER



NETFLIX

Industrial Revolutions



FIRST

Water and steam power is used to create mechanical production facilities

90 Years

1784:

First mechanical loom

SECOND

Electricity lets us create a division of labor and mass production

70 Years

1870:

First assembly line

THIRD

IT systems automate production line further

55 Years

1969:

First programmable logic controller

FOURTH

IoT & cloud technology automate complex tasks

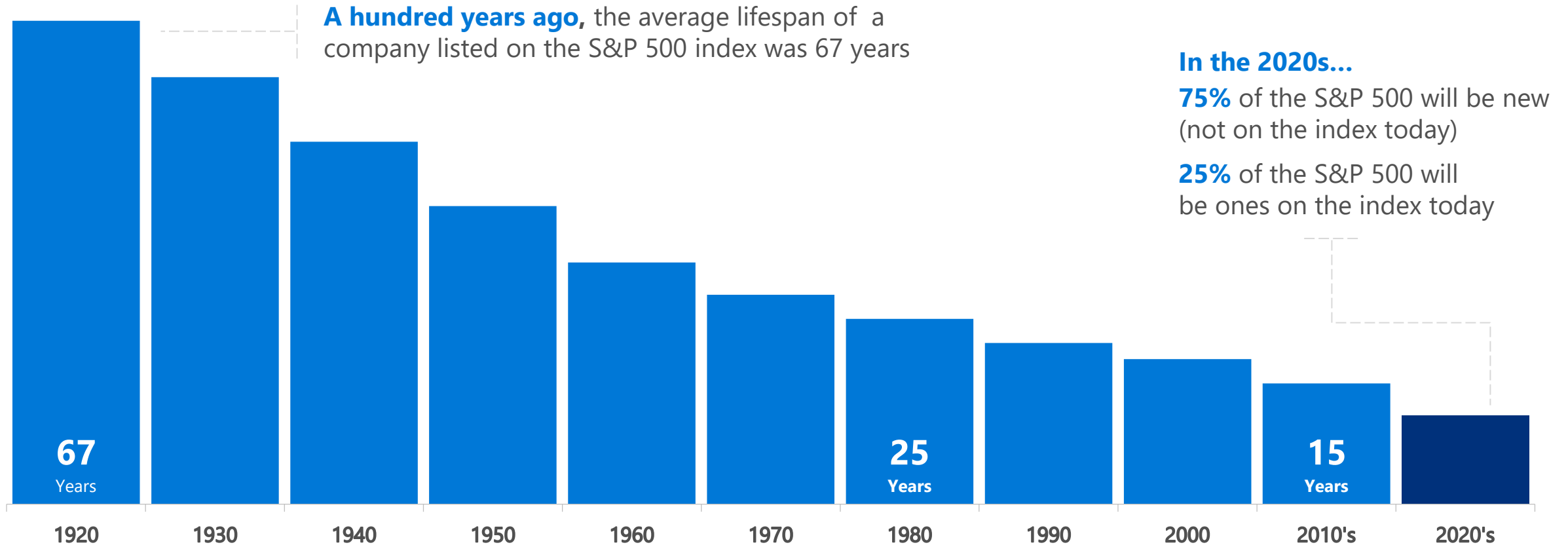
Today



The Fourth Industrial Revolution

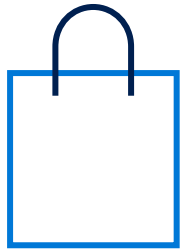
- ➔ **Physical:** Autonomous vehicles, robotics, 3D printing, new materials
- ➔ **Biological:** Genetic diagnostics, treatment, engineering
- ➔ **Digital:** IoT, Blockchain, disruptive business models

The time to adapt to disruptions is shrinking



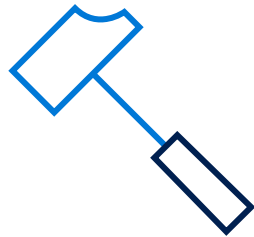
Source: BBC

No matter your industry, technologies can help you stay ahead



Retail & Tourism

- Real Time Offers & Personalized Services
- Demand Forecasting
- Sentiment Analysis



Manufacturing

- Manufacturing Ops
- Connected Cars



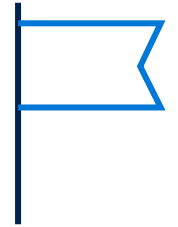
Financial Services

- Customer Experience
- Risk Assessment



Health

- Remote Health Monitoring
- Population Health Management



Government

- Smart Buildings
- Transit & Traffic Optimization

Enabling Technologies



Internet of
Things



Cognitive
Services

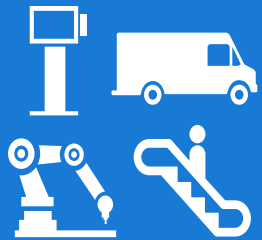


Bots

Internet of Things



Things



Connectivity



Data

10101
01010
00100

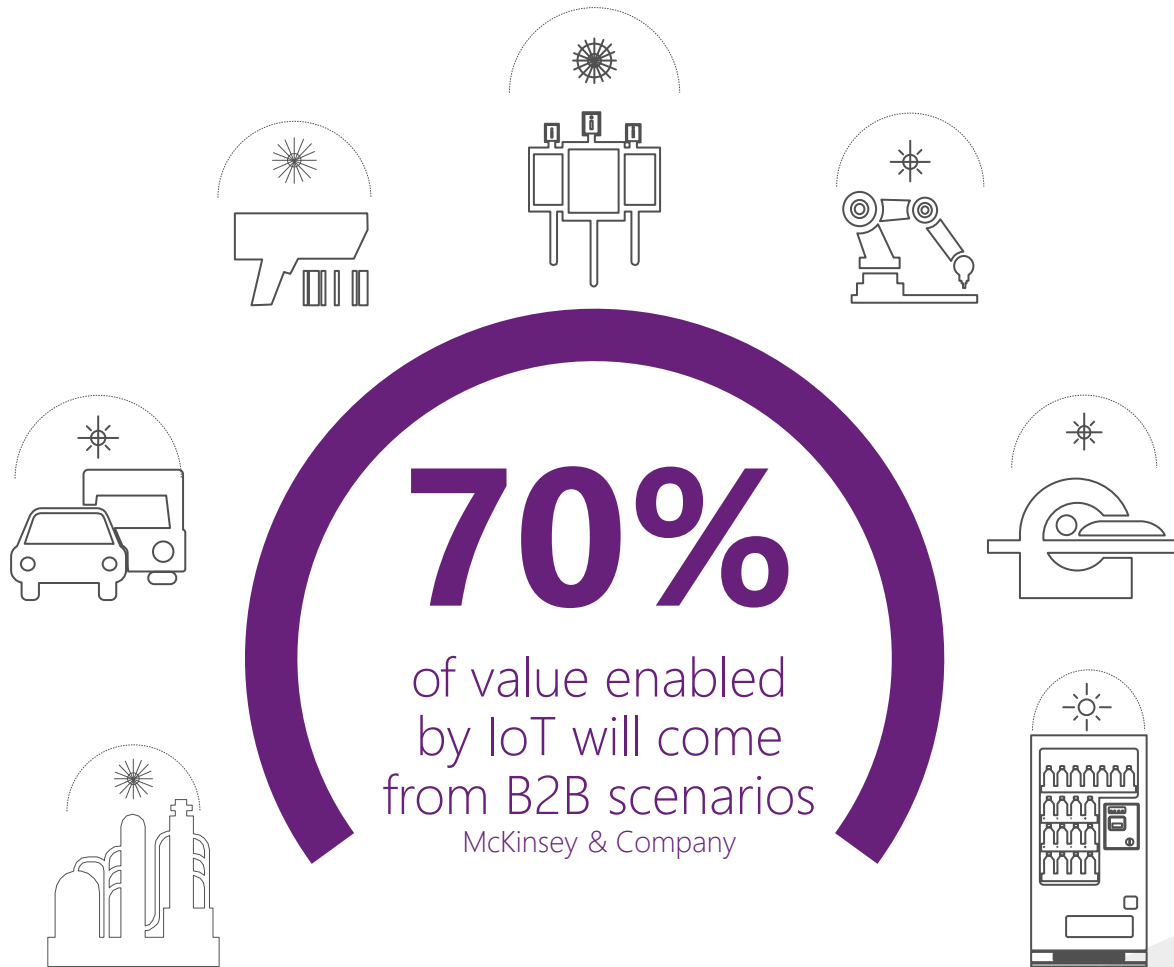
Analytics



Action



Internet of Things opportunity



25 billion

Connected “things” by 2020

—Gartner

\$1.7 trillion

Market for IoT by 2020

—IDC

Connect
your things



Transform your
business



Turn data
into insights



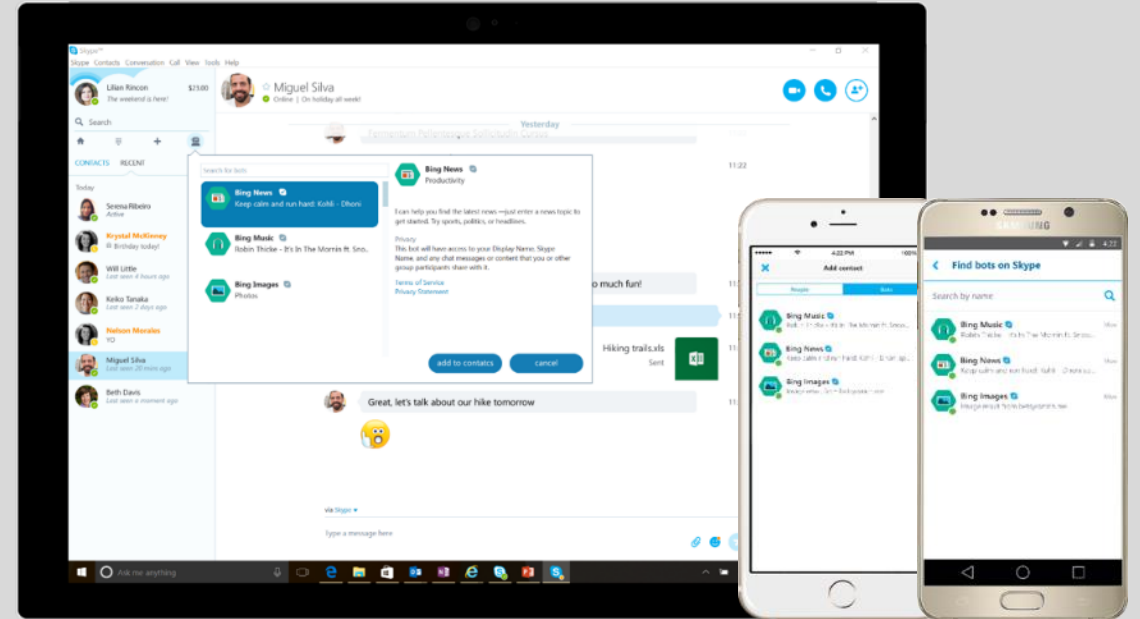
Capitalizing
on IoT



ARTIFICIAL INTELLIGENCE

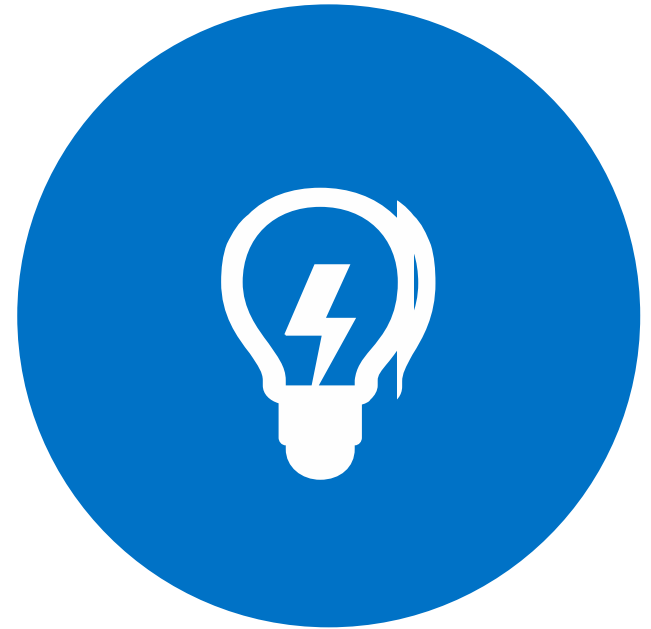


Conversations as a Platform



Humans | Digital Agents | Bots

Cognitive
Services



Cognitive Services

 Vision

Computer vision

Face

Emotion

Video

 Speech

Speaker recognition

Speech

Custom Recognition

 Language

Text analysis

Bing speller

Web language model

Linguistic analysis

Language
understanding

Translator

 Knowledge

Academic knowledge

Entity linking services

Knowledge
exploration service

Recommendations

 Search

Bing search API

Bing image search API

Bing video search API

Bing news search API

Bing auto
suggestions API

Bots



Bots represent a new channel for businesses



Reach customers anywhere, on any platform or device



Engage with customers in a natural way; conversationally and in context



Expose and monetize your products & services in messaging platforms



Improve customer experience and reduce the need for human assistance



Lilian Rincon, Yasmin Khan, Cortana, Silver Cup

5 members

@Silver Cup Flat White, please



Silver Cup 10:23 pm

I'll get that ready for you Lilian. Would anyone else like something?

Americano

Flat White

Iced Latte

10:23 pm

@Silver CupAmericano, please



Silver Cup 10:23 pm

I'll get that ready for you Gurdeep. Would anyone else like something?

Americano

Flat White

Iced Latte



Yasmin 10:23 pm

@Silver CupIced Latte, please



Silver Cup 10:23 pm

I'll get that ready for you Yasmin



Silver Cup 10:23 pm

Where should I deliver?

Send to my location

Choose another place

10:23 pm

@Silver CupSend to my location

Type a message here





Conversation as a Platform



Make a difference in the world



Sity Adila
sityna@microsoft.com

Daqing Lee
daqing.lee@info-trek.com

