



University of Helsinki and Aalto University welcome you to  
**EUNIS Rectors Conference 2014 April 3-5**  
Helsinki and Espoo, Finland

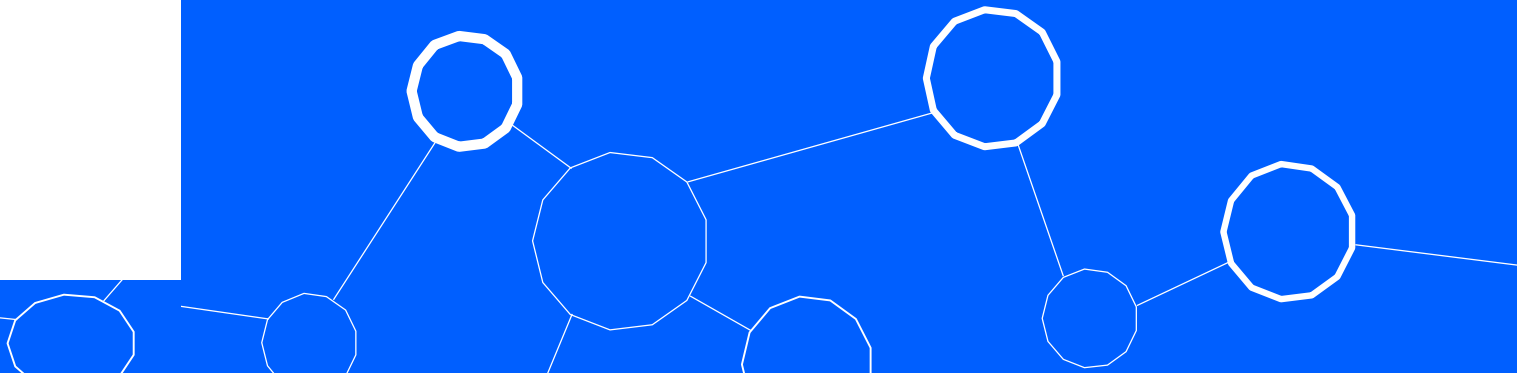
# The New Digital Era in Higher Education



# Technology Trends and How They Affect Higher Education

**Max Mickelsson**

**Director, Information Society Relations,  
Microsoft Finland**



# Max Mickelsson, Government Affairs



Max has worked for Microsoft since 2005 and beside his role in Finland he has worked for EMEA HQ based in London. He has been ranked among the 100 most influential Finns in the IT Industry for three years in a row by the IT newspaper Tietoviikko.

Before Microsoft Max worked for 12 years in public administration. He has worked as a political advisor for the Minister of Labour, Minister of the Interior and Minister of Finance. He has also advised one speaker and one deputy speaker of Parliament and been the Secretary-General for the Parliamentary Group of the Coalition Party.

Max has held several positions of trust among the chairman of the Youth League Pohjola-Norden, The Student Organization of the Coalition Party and been a member of the Finnish Refugee Help (UNHCR). He has also served on many working groups and committees appointed by the government. Currently Max is the Chairman of the AmCham Finland Policy Committee and a member of the e-commerce committee of the Central Chamber of Commerce and a member of the board of the Atlantic Council of Finland.

Max holds a Masters degree in Political Science.

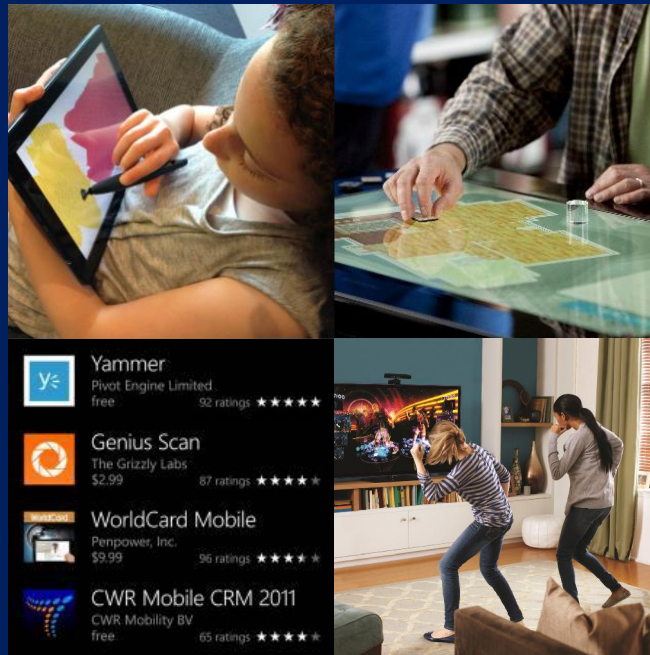
He is married and a father of two children. Max enjoys horse back riding (jumping), cooking and golf.

# Our Strategy

To deliver a family of devices and services to empower individuals and businesses for the activities they value most



Devices



Software



Services

# Four Megatrends



Mobility



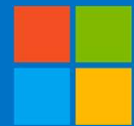
Social



Big data



Cloud



Microsoft

+ Partners

# Mobile has become the new normal

The influence of consumer technology and always-on connectivity



## Changing work styles

Nearly **80%** of workers spend at least some portion of their time working out of the office.



**29%** of today's global workforce are anytime, anywhere information workers who use 3+ devices, work from multiple locations and use many apps.



## The mobile consumer

Nearly **2/3** of consumers use their mobile/smartphones to get information about products, brands, or destinations at least 3-4 days/week.



By **2016**, tablets and smartphones will put power in the pockets of

**1.4 billion** global consumers.



# Enterprise social

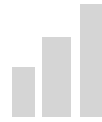
Rise of the powerful consumer is driving business transformation

Always on—  
Consumers use  
an average of **4**  
devices every day



**> 235** terabytes

Companies with >1000 employees  
average more data than the US  
Library of Congress



**72%** of  
companies are  
deploying at least one  
social software tool

Outside your business  
empowered customers have  
more information and want  
to connect in new ways

Employees need to extend  
and connect networks  
across the firewall to  
partners and customers

Inside your business  
employees want to harness  
information, connect,  
engage, and work together  
in new ways



**20%** of online  
consumers expect a  
response within one hour  
via social media



**> 1.5B**  
people around the globe have  
a social networking account



Millennials will make  
up **75%**  
of the American  
workforce by 2025

# Big data: The need

## Tackling growth in the volume, velocity and variety of data

44% of users (350M people) access Facebook via mobile devices.

50% of millennials use mobile devices to research products.

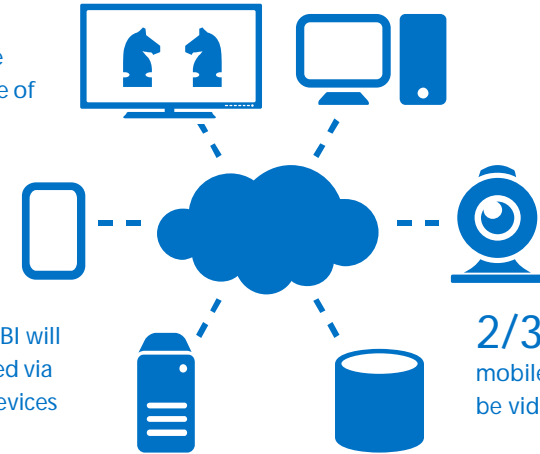


70% of U.S. smartphone owners regularly shop online via their devices.



60% of U.S. mobile data will be audio and video streaming by 2014.

Gaming consoles are now used an average of 1.5 hrs/wk to connect to the Internet.



33% of BI will be consumed via handheld devices by 2013.

2/3 of the world's mobile data traffic will be video by 2016.

38% of people recommend a brand they "like" or follow on a social network.



500M Tweets are hosted on Twitter each day.

1 in 4 Facebook users add their location to posts (2B/month).

Brands get 100M Facebook "likes" per day.

Mobility

Cloud

Social

Big Data

1.8 zettabytes of digital data were in use worldwide in 2011, up 30% from 2010.



80% growth of unstructured data is predicted over the next five years.





# Big data: Microsoft's approach

Taking a holistic approach to analytics

Embrace  
insight naturally

Move fast. Move  
first.

Accelerate  
broad adoption



SharePoint



Windows Server



Windows Azure



Windows Azure  
Marketplace



# Alan Mullaly - Ford

"Data will set you free" - 2007

- Indeed, data and analytics permeate every business move that Ford makes, from forecasting the price of commodities to figuring out what consumers want, what the company will build, where it should source parts and how to power its lineup of cars and trucks.
- Crunching data behind the scenes are some 200 big data and analytics experts from a broad spectrum of disciplines. They work in what Ford calls analytics centers of excellence, which are found in various units of the \$134 billion company, including marketing, research, credit services and others

[http://www.networkworld.com/research/2013/120213-how-analytics-helped-ford-turn-276472.html?goback=%2Egde\\_1814785\\_member\\_5813301527451820034](http://www.networkworld.com/research/2013/120213-how-analytics-helped-ford-turn-276472.html?goback=%2Egde_1814785_member_5813301527451820034)

# Cloud



Mobility



Social



Big data



Cloud

“

Social connections, mobility, cloud delivery and pervasive information are converging in a powerful way. This convergence is creating a new era of computing and new opportunities for business.

– Gartner, August 2012

”

# Cloud: Microsoft's approach

Enabling you to use a hybrid cloud in your own way, at your own pace



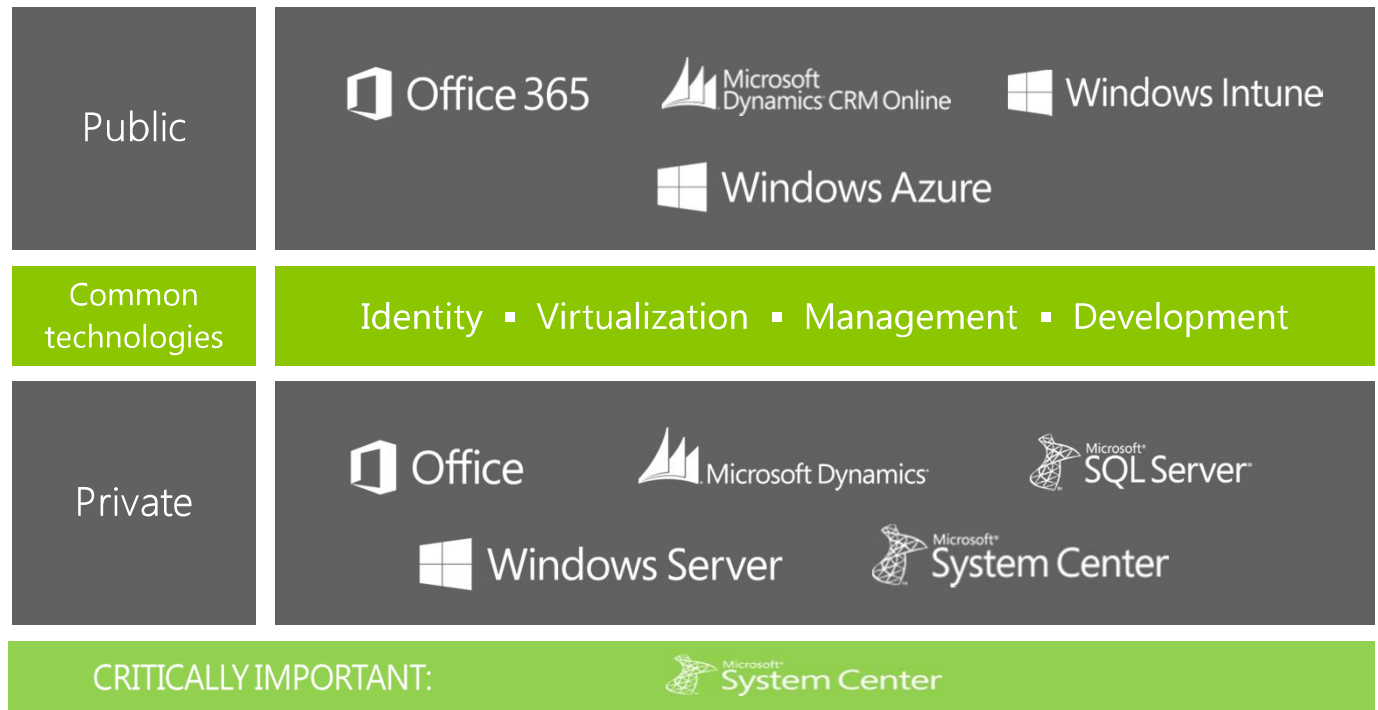
Embrace the right IT for your business...



and make more of your existing investments...



...to delight users with the best experiences.



KM(S142)  
KM(S143)

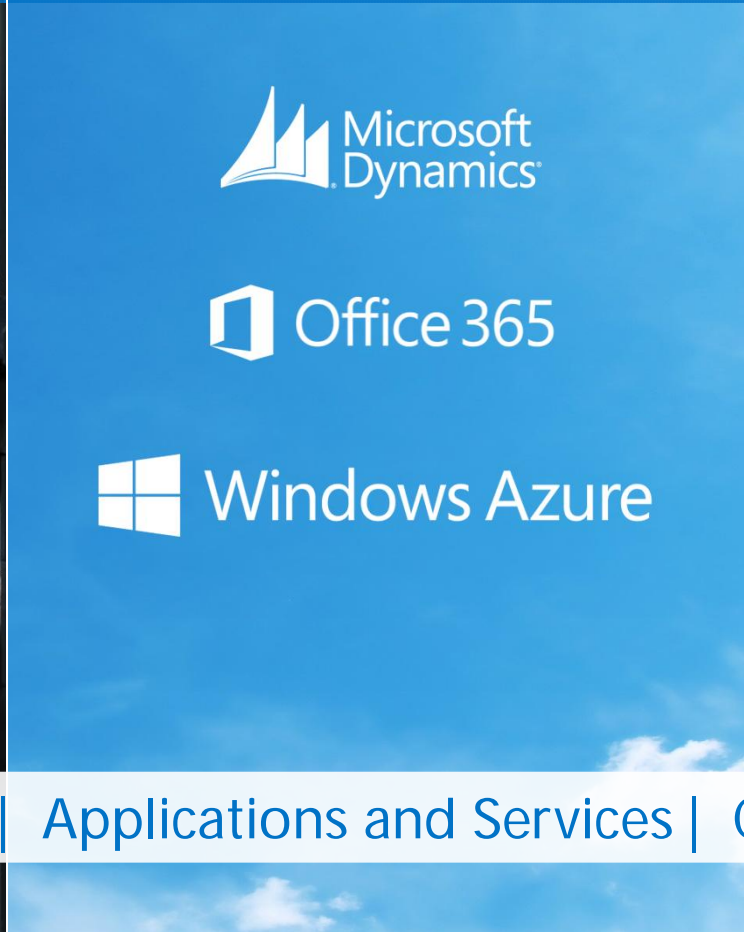
# Our vision for services

Helping people and businesses realize their full potential

People-focused



Comprehensive



Enterprise-Grade



Business Solutions

Applications and Services

Cloud and Enterprise

KM(S142) **Ken to add a succinct definition of services--source text from July 10K added to work from**  
Ken Machtley (Murdoch Services); 30.7.2013

KM(S143) **Put this on 17?**  
Ken Machtley (Murdoch Services); 30.7.2013

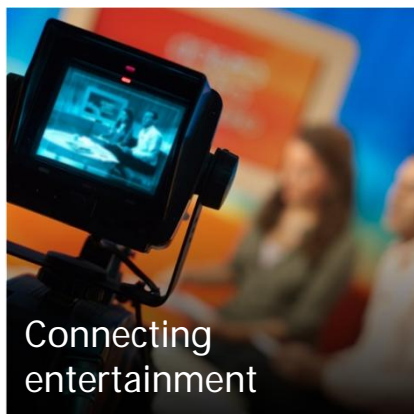
# Imagining the possibilities, together

How will devices and services help you to reimagine the future?



# The imagination of our customers is boundless

Technology—and new expectations—is powering growth



Connecting entertainment



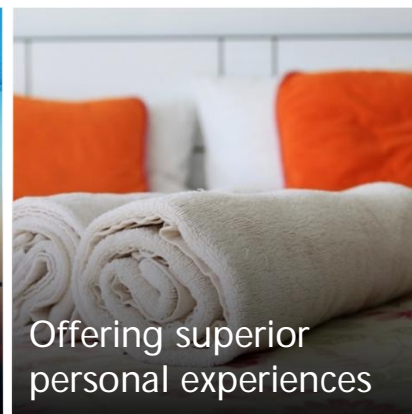
Enabling a seamless banking experience



Building innovative products



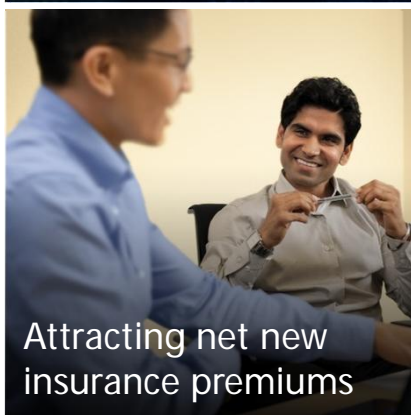
Making utilities smarter



Offering superior personal experiences



Delivering always-on connections



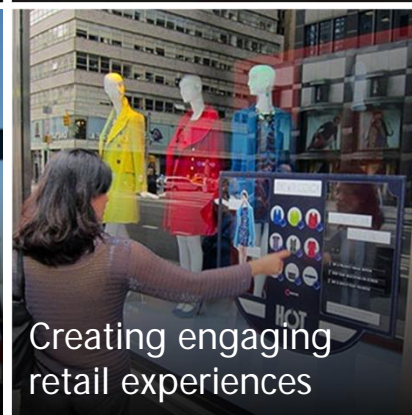
Attracting net new insurance premiums



Increasing efficiency in manufacturing



Fulfilling the surge in energy demand



Creating engaging retail experiences



# Conclusions

- **MOBILE:**

- New World of Flexible Work
- Devices and form factors,
- Bring your own device/choose you own device
- Devices are getting smaller and the cloud bigger –internet of things

- **SOCIAL:**

- Not only social but also enterprise social in education and research

- **BIG DATA:**

- MOOCs
- Analytics and cross disciplinary approaches
- Play with data

- **CLOUD:**

- Saas, PaaS, IaaS
- Optimize and reduce costs
- Deliver enterprise level services to all
- Opportunities in areas like MOOCs

Think Mobile First and  
Cloud First

# Thank you!

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