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 year 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 if 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 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

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.

> 235 terabytes of data—companies with >1000 employees average more data than the US Library of Congress.

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

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

Always on—consumers use an average of 4 devices every day.
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.
- 33% of BI will be consumed via handheld devices by 2013.
- Gaming consoles are now used an average of 1.5 hrs/wk to connect to the Internet.
- 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.
- 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
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
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

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<th>Public</th>
<th>Office 365</th>
<th>Microsoft Dynamics CRM Online</th>
<th>Windows Intune</th>
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<td>Common technologies</td>
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<td>Private</td>
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CRITICALLY IMPORTANT:
Our vision for services
Helping people and businesses realize their full potential

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<th>People-focused</th>
<th>Comprehensive</th>
<th>Enterprise-Grade</th>
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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 your 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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