Microsoft mission 微軟使命

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

賦予每個人和每個組織一同實現更多
Empowering organisations and people in the Construction & Real Estate Industries

かける建築和房地產業

Company and employee power
Our strategy is to build best-in-class platforms and productivity services for an intelligent cloud and an intelligent edge infused with artificial intelligence ("AI").

Satya Nadella
CEO, Microsoft
Digital transformation in Asia
Grow by digitizing products & services

利用數碼轉型幫助產品和服務增長

Asia Pacific

<table>
<thead>
<tr>
<th>Year</th>
<th>Digital Transformation (%)</th>
<th>Non Digital Transformation (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>2019F</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>2021F</td>
<td>60%</td>
<td>5%</td>
</tr>
</tbody>
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Digital Transformation-contributed
Non Digital Transformation
Key changes in the digital era
數碼轉型的關鍵變化...

CREATE A DIGITAL CULTURE
創建數位文化
- Address organizational structure shifts required for digital transformation success.
- Have a strategy for data. Begin with the end in mind and include a plan with clear outcomes.
- Encourage the use of data across all work processes and operations within the enterprise.

BUILD A DIGITAL ECOSYSTEM
建立數位生態系統
- Create a digital ecosystem–mindset with data-sharing with partners and third parties.
- Facilitate Data Capitalization across the Enterprise and with Ecosystem partners.

EMBRACE MICRO-REVOLUTIONS
擁抱微革命
- Focus on small, quick projects that deliver positive business outcomes and accrue to a bigger and bolder digital transformation strategy.
- Enable quick investments and trials in emerging technologies, especially AI.
- Create a balance scorecard that combines standard and new metrics for DT success.

BET BIG ON AI
專注於AI
- Integrate AI into company’s business.
- Identify areas where AI can be used to augment higher-value human activities.
- Establish pilot projects for problems/opportunities you want AI to solve.
- Typical low-hanging fruit/quick win areas includes customer service or employee engagement e.g. chatbots.
Microsoft

The Global Market Leader in
Intelligent Cloud
for All businesses

- Cutting-edge Cloud Technology ✓
- The Strongest Intelligence ✓
- The Most Secured and Trusted ✓
- Global Data Centers ✓

RIB

The Global Market Leader in
Enterprise Software
for Construction Businesses

- Construction Industry Know-how
- Cloud-based Enterprise Software Solution
- Vertical Client Network
- International Presence

MTWO

Powered by Microsoft Azure

The World's No.1 Vertical Cloud for
Construction Businesses