

FUTURE UNLEASHED ACCELERATING INDIA

Highlights and insight from Future Unleashed 2015

Future Unleashed clearly reaffirmed our belief that Indian companies are accelerating their journey to become Digital. They are at the forefront in leveraging technology to gain maximum strategic and operational value, redefining the customer experience and enhancing operational efficiency.

What it means to become a digital business will be different for each company and each industry. To remain competitive, CEOs and their C-suite peers have to encourage a culture of experimentation and innovation using technology.

What made Future Unleashed so unique and memorable is that it brought together the collective wisdom of hundreds of visionaries, thinkers, decision makers and doers. We welcomed 3,000+ CXOs,

Government Elite, IT Professionals, Educators, and Partners. It's extraordinary that such a diverse and esteemed group came together to share in this experience.

We are grateful for the time you spent with us and for your participation and engagement, which is truly what makes this event so distinctly rewarding.



Bhaskar Pramanik
Chairman, Microsoft India



Key Highlights

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From insightful keynote speeches to interesting debates, immersive experiential zones offering users first-hand experiences of future technologies and more, the event was an absolute success. Here are some of the key highlights from the Future Unleashed.



3040+ Influential Leaders, CXOs, Government Elite, IT Professionals, Developers, **+300,000** Viewers Online



10 Powerful Keynotes by Influential Leaders



50+ Breakout Sessions & Track for CXOs to choose from



30+ Immersive Zones showcasing the latest transformative technologies



#FutureUnleashed garnered significant interest on social media, **trending #1** on the Business Day



Satya Nadella
CEO Microsoft

The Bold Ambitions

Every company is a digital company. CEOs can use technology to gain new insights into their business, translate these into action, and empower everyone in their organizations to transform.

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Both at home and at work, people are mobile and they connect to one another, their applications, and their data using the cloud as a primary access method. These two forces—mobility and the cloud—are having a significant impact on business models. As Microsoft continues transforming, it is bringing innovations to market that can empower people to transform their companies as

well as get more out of every moment. Digital technologies can empower individuals to be more productive, so that they can gain the insights they need to make better decisions. At the heart of all aspects of computing is a system of intelligence. Advancements in technology enable companies to create their own systems of intelligence that can be used to transform their business models. Instead of just building products, manufacturers are using data collected from these products to create repair and maintenance services.

Microsoft's mission is to empower every individual and every organization on the planet to achieve more. To that end we have three big ambitions: to reinvent productivity, to build the intelligent cloud, and to create computing that is more personal and human centered. We are optimistic about how we can, together, fundamentally transform our organizations.



Anand Mahindra
Chairman & MD, Mahindra Group

The New Rules of Business

While organizations of all sizes are undergoing some form of digital transformation, the digitization and democratization of services has already gained tremendous momentum.

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The rapid success of numerous start-ups across the globe is causing a shift in the mindset of entrepreneurs from thinking big to starting small.

There are many factors behind why smaller businesses are today faring better at innovation than large organizations. These include lower risks and costs; better visibility and presence of leadership; shallow organization structures; and the ability to challenge assumptions.



Shri. Ravi Shankar Prasad
Minister of Communications & Information Technology

The Digital Indian and India's Unexplored Silicon Valley

A range of factors—demography, unleashing of domestic entrepreneurship, rising aspirations, grassroots innovation, technology—will give India's growth

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prospects a sound foundation and provide a sustainable competitive advantage. It is heartening to see a sense of urgency amongst all stakeholders to fulfil the core charter of the Digital India Mission, which is to empower citizens and catapult the nation into an innovation-driven knowledge economy. Last mile internet access, scalable and secure cloud infrastructure and digital empowerment are pillars of future growth and social change.



Shikha Sharma
CEO & MD, Axis Bank

Rethinking the Customer Experience

Customer-centric thinking, when combined with new technologies, can enable businesses to attain previously unimaginable levels of personalization

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and service. Successful businesses are passionate about learning who their customers are at an individual level: how they behave, what

they need, what they love, and above all, why. Using those insights, businesses can form authentic, one-to-one relationships and deliver an experience that ultimately wins customers' loyalty.

Companies must invest time in understanding why their customers return and then strive to consistently meet those needs and desires, while periodically surprising and delighting them with a well-targeted offer or experience. The customer experience that will instill loyalty will differ from business to business, but it is founded upon the common tenets of authenticity, fun, intimacy, and a passion for the customer.



Dr. Mukund Rajan
Brand Custodian & Spokesperson, TATA Group

Quantum Leaps: Breakthroughs that change the playing field

Most innovations are incremental. Breakthroughs are rooted in a fundamental reimagining of prevailing norms, processes, needs, and behavior.

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Quantum leaps — breakthroughs that change the playing field — require a business environment that nurtures risk taking and tolerates failure. Incremental innovation is necessary, but to make

quantum leaps, companies need to move beyond ideas they know will work and embrace experiments. Leaders also need to ensure that experiments are protected and cherished, not shut down too quickly by well-meaning decision makers who worry they won't work.

To achieve quantum leaps, employees also need multiple avenues for getting a go-ahead, similar to the way an entrepreneur can approach a succession of venture capitalists, assuming the next one may offer backing if the first one rejects an idea.

The best ideas generate huge returns. Leaders who can keep employees engaged in developing new ideas, and avoid dwelling on their failures, are well positioned to make quantum leaps.



Avani Davda
CEO, TATA Starbucks

Make Room for Millennials

Millennials will make up two-thirds of the workforce by 2025. This next generation approaches work, communication, product buying, and life with its own unique mindset. Companies

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need to think about how to hire, retain, communicate with, and sell

to them differently. Millennials, the socially conscious, tech-savvy individuals aged 15 to 39, have been the subject of much debate. While millennials are diverse, they can be defined by several common characteristics. They value purpose, authenticity, and a smart lifestyle over the pursuit of wealth. Many seek workplaces with a positive social atmosphere and that strive to make a difference in the world.

By keeping pace with millennials now, businesses can keep pace with these changes and become an integral part of this generation's future.

Keynote speeches



Shri. Devendra Fadnavis
Chief Minister of Maharashtra

Digital Maharashtra: Enabling Maximum Governance through Minimum Government

The purpose of combining technology with governance is to empower citizens. With this aspiration, the Government of

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Maharashtra has partnered with Microsoft to build smart cities and smart villages in Maharashtra. The plan is to set up India's first sustainable Smart Village in Harisal and scale up to 50 smart villages by the end of 2016. These villages will be models of e-governance, pioneers of public-private partnerships and new business models.



Jonathan Reiber
Former Chief Strategy Office for Cyber,
the Pentagon

When all Else Fails: Planning for Cyber Contingencies

There are two kinds of big companies: those that have been hacked and those that don't know they have been hacked. Here is what CEOs should do to prepare for worst-case scenarios.

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The threat landscape has changed dramatically in recent years. With rampant connectivity, new types of breaches originating from

new sources, and a shifting geopolitical landscape, companies need to rethink their approach to cyber security.

Even two years ago, cyber security professionals at large organizations might have tackled one major security breach every few months. Today, security teams are likely managing several at one time. These threats are growing in severity and moving beyond simple theft to espionage, sabotage, and even terrorist activities.

To minimize their risk, organizations need to improve their coordination, communication, information gathering, and quick response capabilities. This means elevating cybersecurity beyond IT to the CEO's office. CEOs need to actively set the tone for governance, policy, and leadership.



Immersive Experiential Zones

A future seen always beats a future told. True to the theme, the immersive zones at Future Unleashed provided the visitors an opportunity to interact & experience technologies that will soon redefine core business focus areas: **customer experiences, product innovation, operations, marketing, and sales & services.**



Over **35 industry** partners and customers came together to demonstrate how IoT, Data Analytics, Intelligent Cloud and various other Microsoft technologies are helping transform businesses. Future Unleashed showcased Digital Transformation

projects, presented in a show-and-tell mode by industry leaders like **Mahindra & Mahindra, Amway, iBOT, Accenture, L&T** and our **solution partners**, in the fields of **robotics, smart operations, retail, connected homes, and vehicles** stole the show.

The **Smart Cities** zone was a showcase of a new-age connected citizen era. It demonstrated technologies that enable **smart metering, enhanced emergency response, automated vehicle tracking, surveillance** including **TV White Space** technology which uses unused broadcasting frequencies to provide internet in rural areas.



At the **Smart Operations** zone, Mahindra & Mahindra demonstrated how they are changing customer experience dramatically through digital tools that allow customization of their SUV via **3D visualizations,**

provide an X-ray view of the car using **augmented reality,** besides **real-time car health and trip information** dashboard with the help of Connected car and Internet of Things.



This zone also featured **Smart Maintenance** solutions from iBot which demonstrated condition-based monitoring and maintenance technologies which enables automated maintenance activities for

machines based on machine requirement. On the other hand, the business audiences were shown how to track the whereabouts of their employees and provide inputs and tools for real time optimization of their efficiency at **Smart People and Things section.** The **Smart Manufacturing** zone was a lesson in leveraging digital technologies to track and trace work in a responsive assembly resulting in higher manufacturing efficiency and throughput.

The **Smart Banking** zone revealed the evolution of banking that is unfolding right in front of us. From multi-channel mobile banking solution to help manage banking relationships to virtual services such as a virtual greeter, ATM services, virtual branch tour, and sales assistant that provide customers with 'smart' banking opportunities.



And finally, retail therapy got a makeover at the **Smart Retail** zone where customers could try on clothes without the hassle of having to keep changing clothes using the **Augmented Reality Dressing Room,** outfitted with Microsoft's Kinect

motion-sensor. The **Connected Fitting Room** was a notch up on the index of futuristic customer experiences as it smartly identified a clothing item and enabled the customer to request a different size, among other things. Also featured was the **Digital Make Over** which consists of an app that recommends the best possible makeover selections based on insights.

Words of encouragement



Here's what some of our guests had to say about us.

“ India is standing at the cusp of digital revolution and we are open to work with companies like Microsoft to take India over the cusp. ”

Shri. Ravi Shankar Prasad, Union Minister for Communications & Information Technology

“ With the help of Microsoft, we are creating the first smart village in Maharashtra. ”

Shri. Devendra Fadnavis, Chief Minister of Maharashtra

“ Congrats Microsoft for being the first public cloud to have hyper scale platform with services from data centers here in India. ”

Julie Woods-Moss, CMO & CEO, Next Generation Business at Tata Communications

“ It was a refreshing experience with what I would say is a 'new' Microsoft and I had a fruitful day. Looking forward to engaging further in the areas of opportunity. ”

Kartik Jain, Head Marketing, HDFC

“ This is one of the finest and the most managed event Microsoft has ever conducted in India. ”

Bhavesh Lakhani, SVP & Group CTO, DSP Blackrock

As your company embarks on your journey as a digital enterprise, we would like you to look at Microsoft as your technology partner especially in the areas of building customized, connected and convenient products and services; digital channels focused on customer experience; advanced production methods that reduce operating costs; automated processes and decisions based on data.

If you'd like us to get in touch with you to discuss how Microsoft can help unleash the future for your organization with some of the smart solutions demonstrated at the event/mentioned in the document, just [click here](#) to call us over.