



Digital Transformation Services

Global Partner Solution (GPS)

Madeleine Hoffsten – Partner Development Manager

Peter Rhodin – Sr Cloud Solution Architect



State of the Business Application – Sweden

Lack of Capacity and Competence in Sweden

- 2400 resources are missing in the Swedish market as of today
- 1 out of 3 deals are lost due to lacking resources and competency

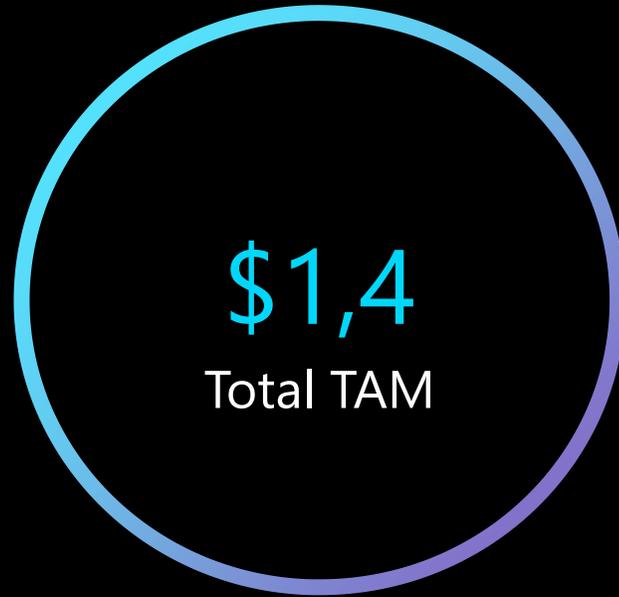
Our Partners Activities:

- Trainee Programs/Internship
- Attendance at University fairs, lectures etc

Microsoft is supporting in several ways:

- Partner Capacity:
 - New to Bizapps – Introduction to new hires
 - Partner Academy – Different tracks and 6-8 weeks education with certification
 - Modern Talent Hub
 - Microsoft Global Talent & Employability program

Market Opportunity Sweden FY23



CRM

ERP

PA Low-Code

TAM: \$463m

CAGR: 17%

EC 165m

PS 26m

SMC 272 m

TAM: \$885m

CAGR: 16%

EC 272m

PS 14m

SMC 489m

TAM: \$60m

CAGR: 20%

EC 26m

PS 7m

SMC 27m



Empowering others

Our mission is to empower every person and every organization on the planet to achieve more.

Mission

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

Worldview

Intelligent cloud and intelligent edge

Ubiquitous computing

Ambient intelligence

People-centered experiences

Solution Areas



Infrastructure



Digital & app innovation



Data & AI



Business applications



Modern work



Security



Modern life



Search, ads & news



Gaming



Professional social network

← Trust →

Culture

Growth mindset

| Values

| Manager expectations

| Leadership principles



Industries in transition





MANUFACTURING
Agile factories



MEDIA & COMMUNICATIONS
Digital asset management



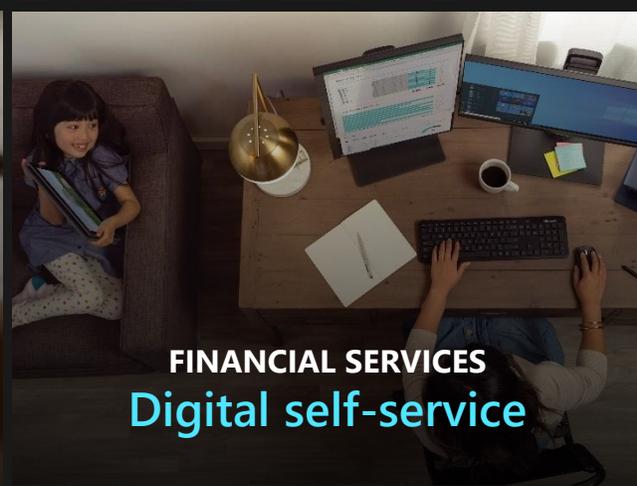
AUTOMOTIVE
Intelligent supply chains



GOVERNMENT
Smart cities



TELECOMMUNICATIONS
Predictive repair



FINANCIAL SERVICES
Digital self-service



HEALTH
Telemedicine



RETAIL
Curbside pickup



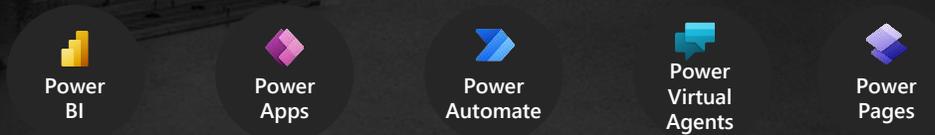
Azure

Microsoft Dynamics 365

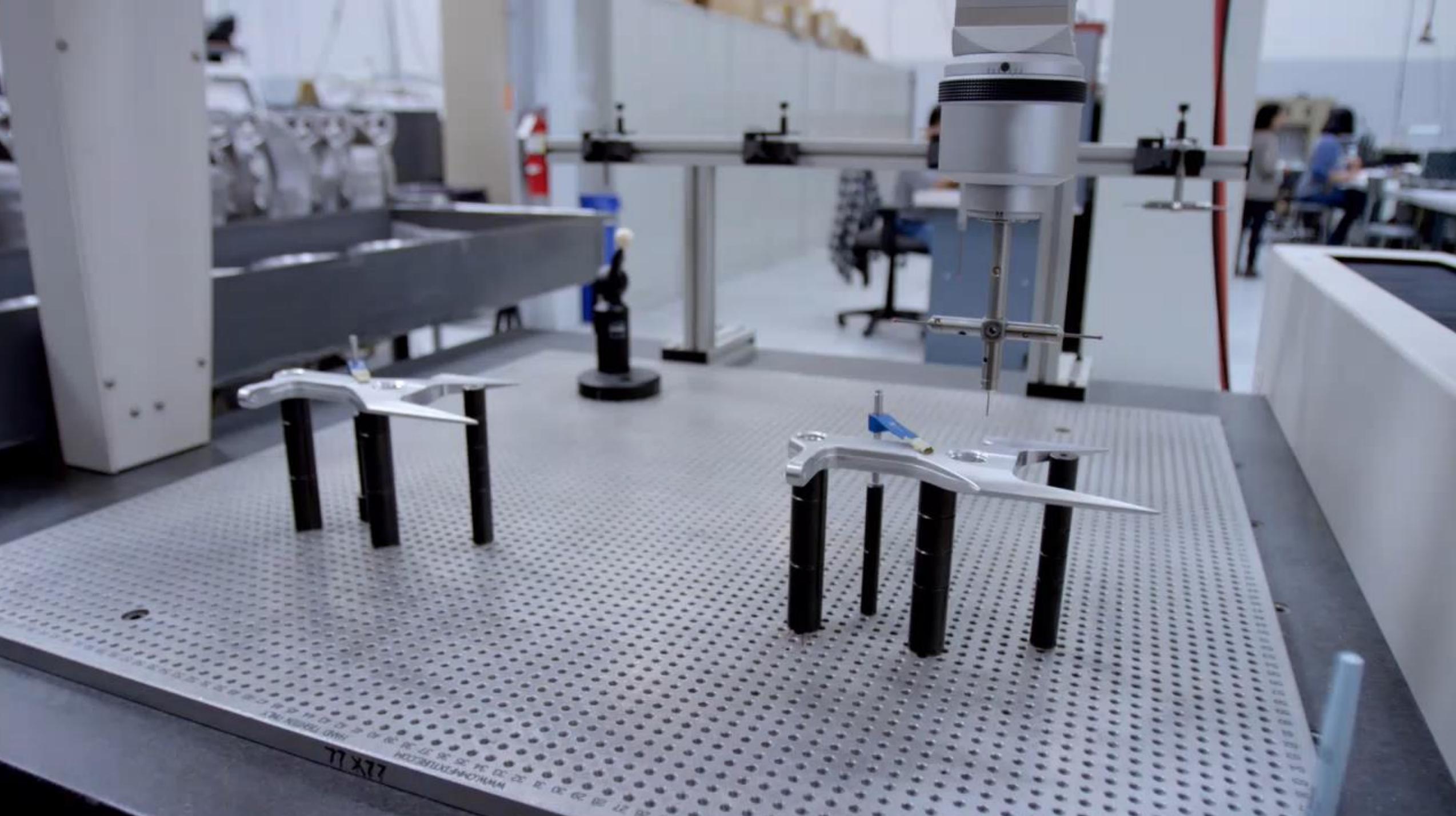


Microsoft 365

Common Data



Power Platform



77 X 77

MARKENREGISTERED
LERN-UND FORSCHUNGSZENTRUM

10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270 280 290 300 310 320 330 340 350 360 370 380 390 400 410 420 430 440 450 460 470 480 490 500 510 520 530 540 550 560 570 580 590 600 610 620 630 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 790 800 810 820 830 840 850 860 870 880 890 900 910 920 930 940 950 960 970 980 990 1000

10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270 280 290 300 310 320 330 340 350 360 370 380 390 400 410 420 430 440 450 460 470 480 490 500 510 520 530 540 550 560 570 580 590 600 610 620 630 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 790 800 810 820 830 840 850 860 870 880 890 900 910 920 930 940 950 960 970 980 990 1000

10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270 280 290 300 310 320 330 340 350 360 370 380 390 400 410 420 430 440 450 460 470 480 490 500 510 520 530 540 550 560 570 580 590 600 610 620 630 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 790 800 810 820 830 840 850 860 870 880 890 900 910 920 930 940 950 960 970 980 990 1000

10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270 280 290 300 310 320 330 340 350 360 370 380 390 400 410 420 430 440 450 460 470 480 490 500 510 520 530 540 550 560 570 580 590 600 610 620 630 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 790 800 810 820 830 840 850 860 870 880 890 900 910 920 930 940 950 960 970 980 990 1000

10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270 280 290 300 310 320 330 340 350 360 370 380 390 400 410 420 430 440 450 460 470 480 490 500 510 520 530 540 550 560 570 580 590 600 610 620 630 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 790 800 810 820 830 840 850 860 870 880 890 900 910 920 930 940 950 960 970 980 990 1000

10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270 280 290 300 310 320 330 340 350 360 370 380 390 400 410 420 430 440 450 460 470 480 490 500 510 520 530 540 550 560 570 580 590 600 610 620 630 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 790 800 810 820 830 840 850 860 870 880 890 900 910 920 930 940 950 960 970 980 990 1000

10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270 280 290 300 310 320 330 340 350 360 370 380 390 400 410 420 430 440 450 460 470 480 490 500 510 520 530 540 550 560 570 580 590 600 610 620 630 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 790 800 810 820 830 840 850 860 870 880 890 900 910 920 930 940 950 960 970 980 990 1000

Business Applications focus areas



Trust

AI

Data driven

Collaboration

Hyper automation

Low-Code development

During the next 5 years 500 million new apps will be built, it's more than all apps built in the last 40 years! 86% of organizations struggle to find technical talent to build applications



Gartner's forecast that "low/no-code" app development will account for **70%** of app development by 2025, up from less than 25% in 2020.



