



Microsoft CityNext

Enabling real impact for better cities with a people-first approach

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GLOBAL MEGATRENDS



70% of the world's population will live in urban areas by 2050



80% of Global GDP attributable to Cities



Cities consume up to 80% of the world's energy



\$100B in ICT spend in CY2014

Microsoft CityNext

TRANSFORM
Operations & Infrastructure

ENGAGE
Citizens & Businesses

ACCELERATE
Innovation & Opportunity



Education

Health &
Social Services

Government
Admin.

Public
Safety
& Justice

Buildings,
Infrastructure,
Planning

Tourism,
Recreation,
Culture

Energy
& Water

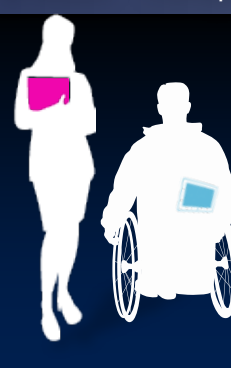
Transportation



Government



Citizens



Business

People First Approach

Why Microsoft?

Broad portfolio of familiar, secure consumer to business software, devices & services

Diverse and vast Partner Ecosystem that scales and replicates offerings worldwide

Citizen focused education and social programs with a history of delivering real impact for a better tomorrow



Cloud



Mobility

Devices & Services Platform

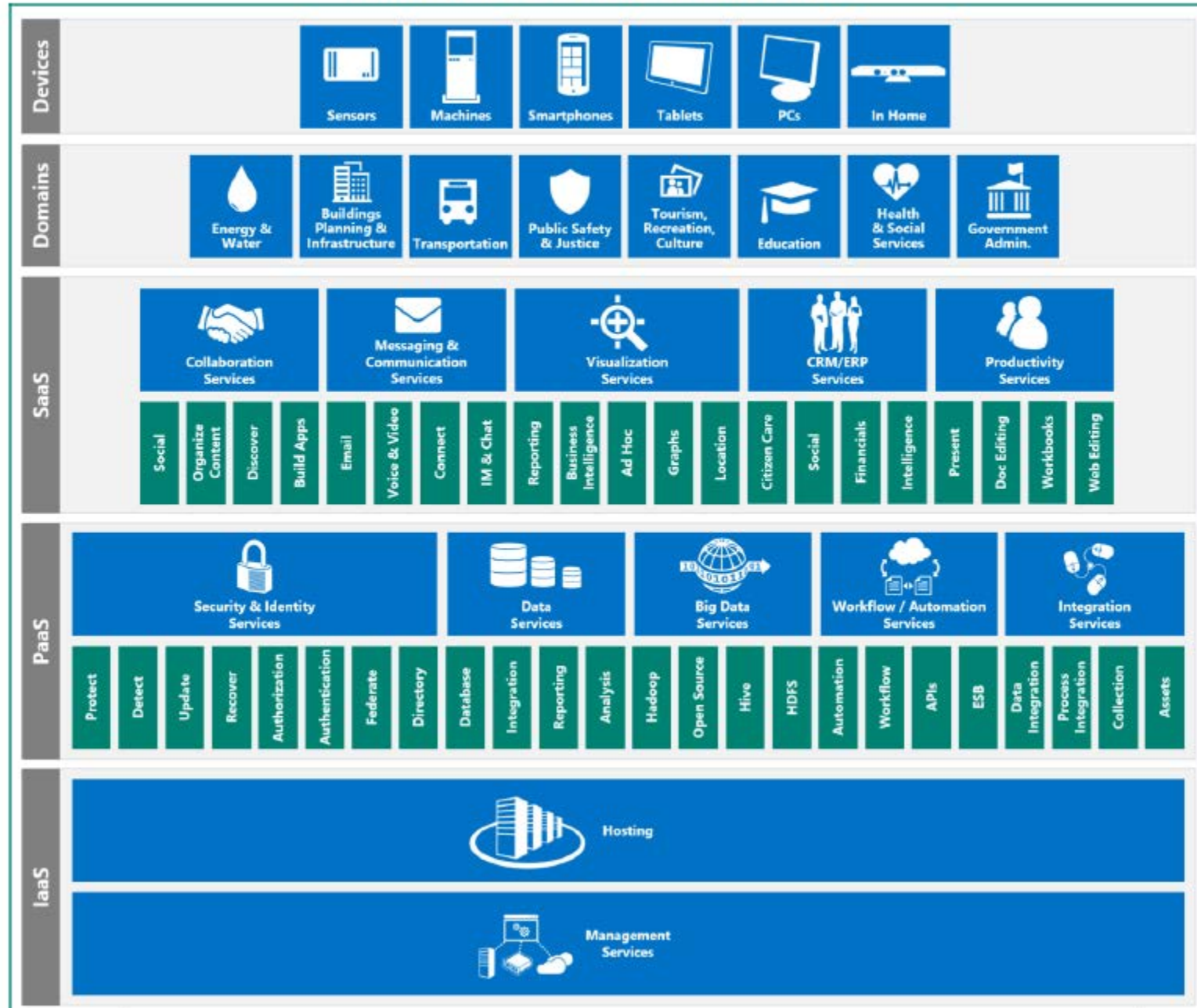


Social

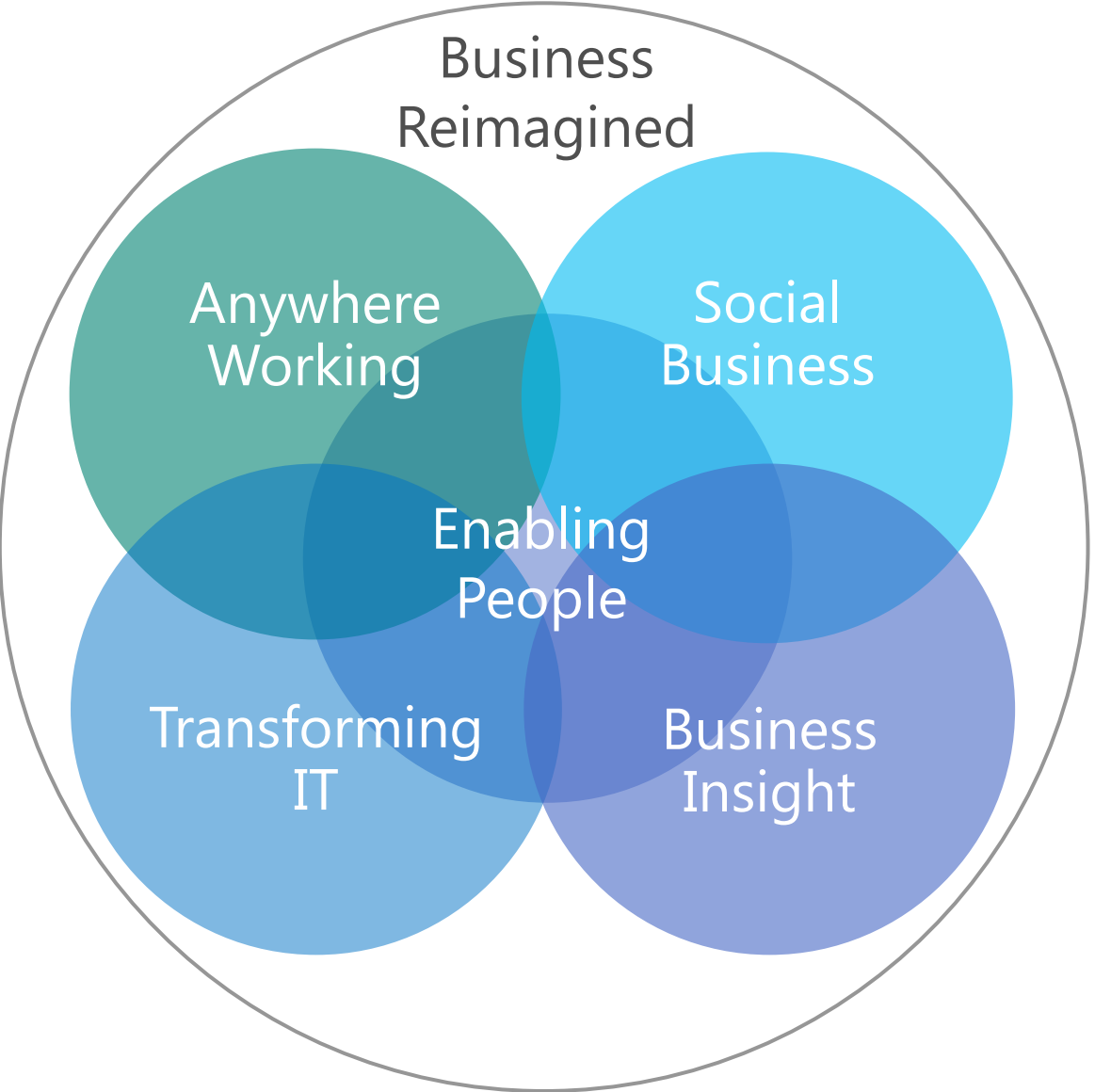


Big Data & Analytics

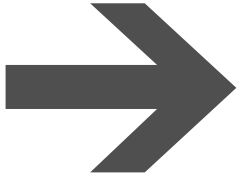
MICROSOFT CITYNEXT ICT CAPABILITIES



One story, five conversations



BDM
(CEO, CMO, HR, CFO)



- Retail
- Financial Services
- Manufacturing
- Services
- Media
- Government
- Education
- Healthcare

Questions ?

Thank You

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Contacts

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