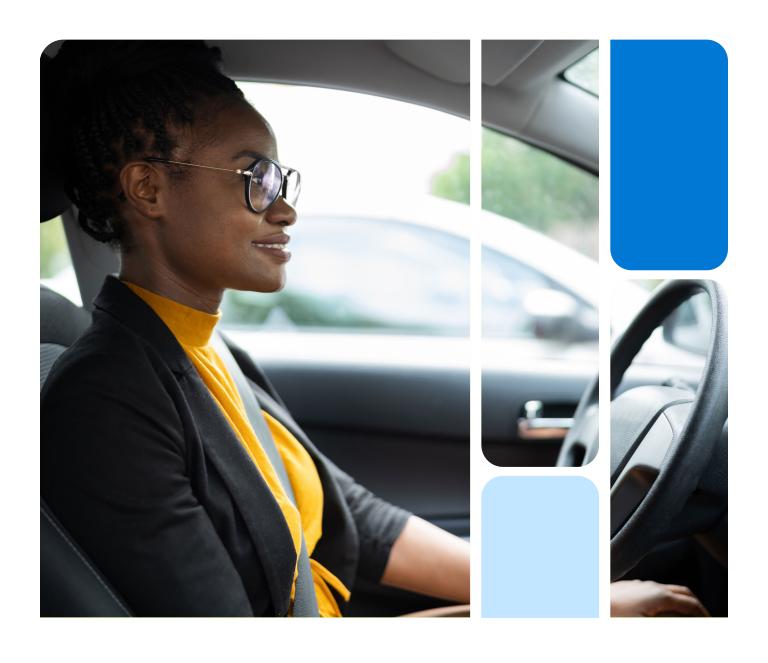
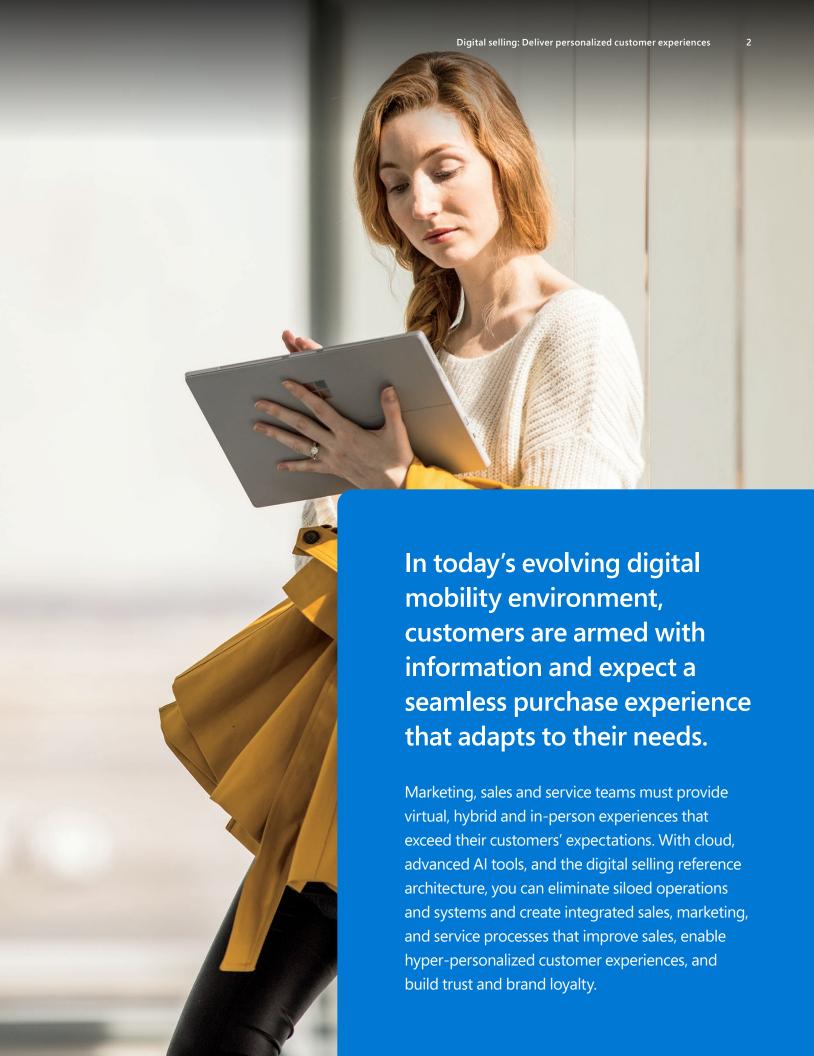


Digital selling: Deliver personalized customer experiences





Create more personalized customer experiences



Digital marketing

Attract, engage, and retain customers in traditional retail and new mobility services environments



Digital sales

Promote hyperpersonalization while building customer trust and increasing brand loyalty and profitability



Digital customer service

Improve the service
experience for customers and
technicians with predictive
maintenance, remote
support, AI and mixed reality
tools, and service insights

Our approach: Microsoft Differentiation

- A foundation build on security and trust:
 Protecting customer information with trusted cloud security, compliance, and data sovereignty
- Digital innovation: Providing industry-focused solutions and expertise to power your digital transformation
- The platform for platform developers:
 Inspiring innovation through a sustainable,
 secure, and open ecosystem
- Industry solutions partner network: Enabling Microsoft partners to create innovative cloudto-edge capabilities

