

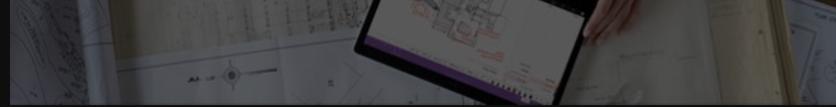


OTIMIZE SEUS NEGÓCIOS COM AS
TECNOLOGIAS DO FUTURO **PRESENTE**

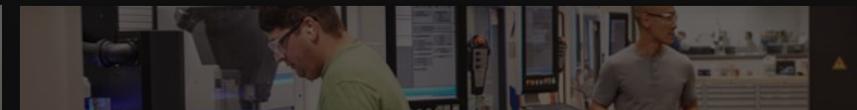
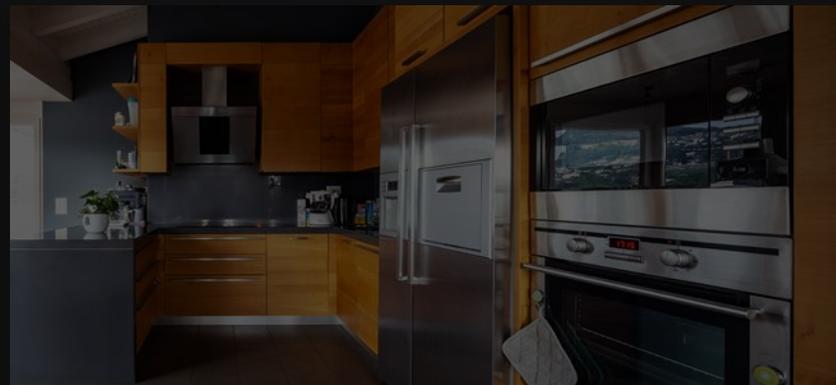
Rodrigo Paiva
Diretor da Microsoft Brasil para Pequenas e Médias Empresas



FIESP



Alguns desafios da PME...



Alguns desafios da PME...

Envelhecimento da força de trabalho



Segurança nas operações



Custos de Propriedade



Mudança de comportamento de compra



Escassez de talentos



Regulamentação



Redução de *downtime*



Reduzir risco de corrupção



Emissão zero de resíduos



Ataques cibernéticos



Melhorar a experiência do cliente



Competição global

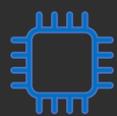


Fluxo de caixa



Cadeia de suprimentos





Pequenas e médias empresas são as que mais sofrem com ciberataques no mundo todo

Ambiente de trabalho com múltiplas gerações

	Baby Boomer (1946-1964)	Geração X (1965-1979)	Millenials (1980-1997)	Geração Z (1998-2020)
Reunião presencial	●	◐	◐	●
Reunião online (sem vídeo)	◐	●	●	◐
Reunião online (com vídeo)	○	◑	◐	●
Email	●	●	◐	○
Espaços de trabalho	◐	●	●	●
Mensagem instantânea (IM)	◑	●	●	◐
Redes sociais corporativas	○	◑	◑	◐
Chat persistente	○	◑	◑	●
Interfaces de conversação	○	○	◐	●

● Sempre prefere ◑ Principalmente ◐ Um pouco ◑ Ocasionalmente ○ Não prefere

Acessibilidade



Como a Transformação Digital pode ajudar a PME?

Quarta Revolução (Transformação) Industrial

Vapor



1780s

Eletricidade



1870s

Eletrônica e TI



1970s

Digital



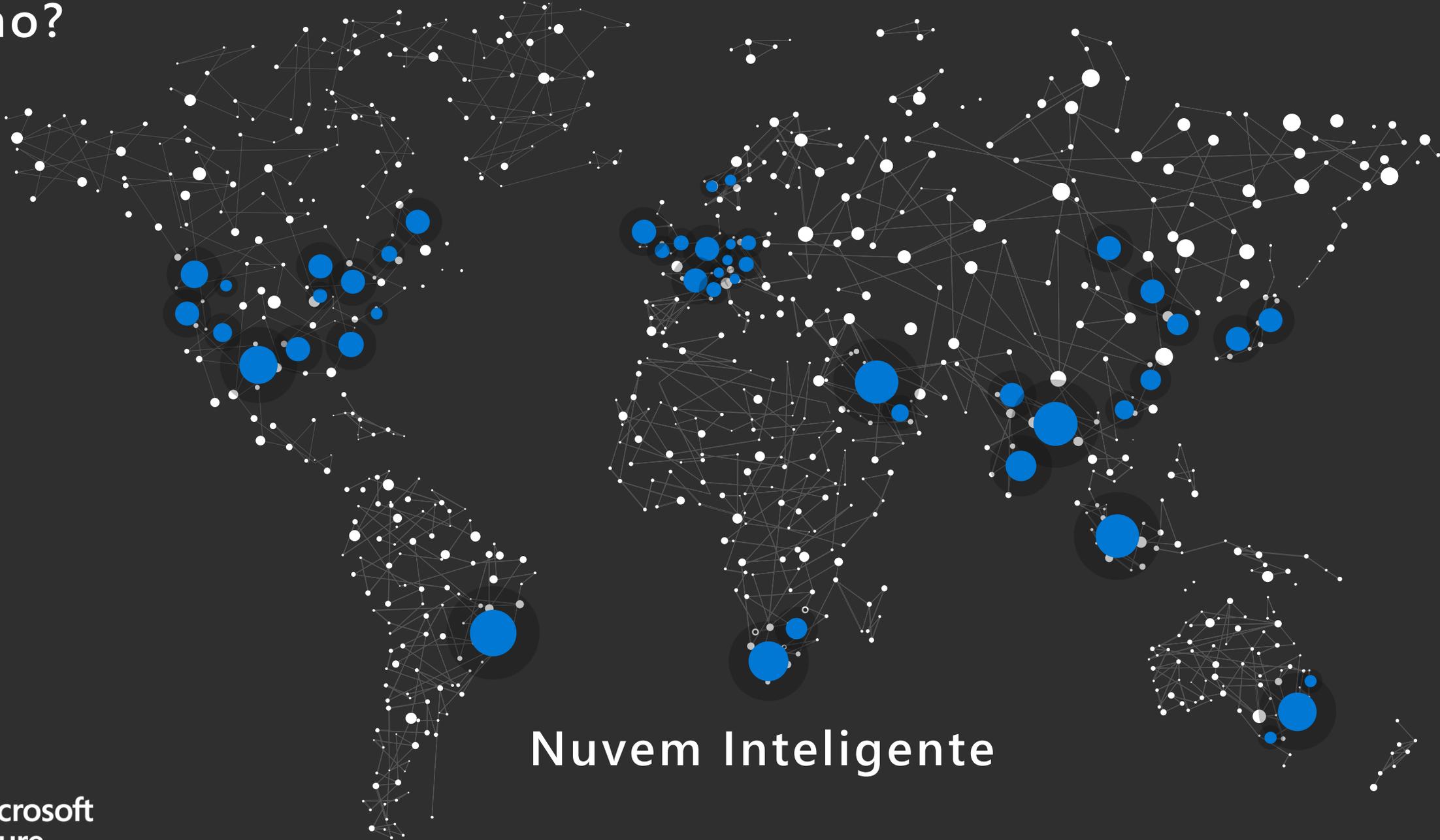
2015+

A Tecnologia de grandes corporações



Agora acessível para **TODAS** as empresas

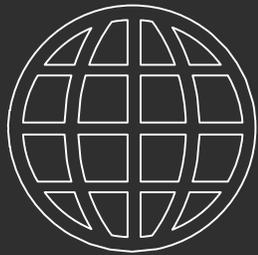
Como?



Nuvem Inteligente



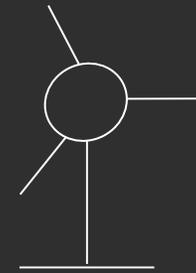
Inovação e Confiança



**Atuação Global
Presença Local**



**Segurança e
Conformidade**



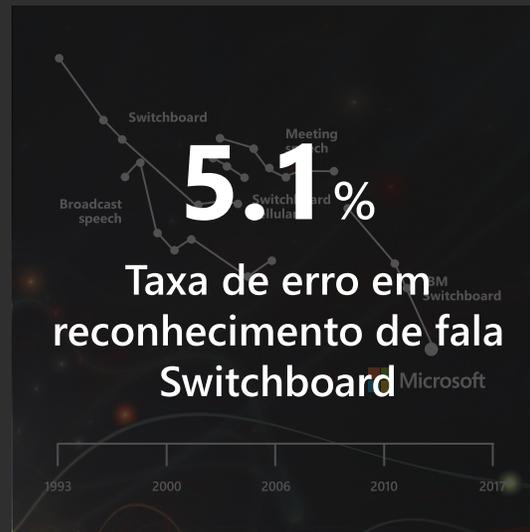
**Sustentável e
Economia de Escala**

Inovações Recentes*



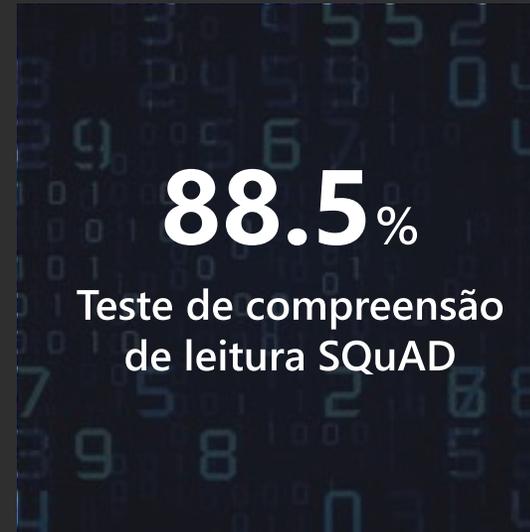
2016

Reconhecimento de objetos
Paridade humana



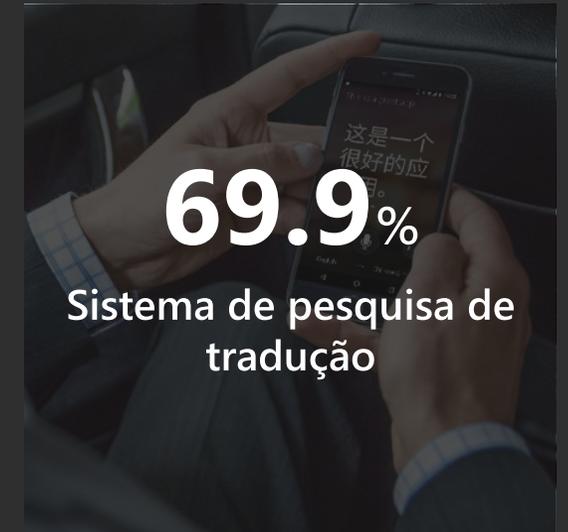
2017

Reconhecimento de fala
Paridade humana



Janeiro 2018

Compreensão de leitura
Paridade humana



Março 2018

Tradução por Máquina
Paridade humana



Equipamento inflamável

Faltando equipamento

Sem capacete



Inteligência Artificial na Segurança do Trabalho



-  **Experiências**
centradas nas pessoas
-  **Inteligência Artificial**
-  **Computação onipresente**



Fronteira inteligente



WELCOME JEFF

Service Requests Inventory Reports Profile Log Out

↑ ↓ **TAC 20 elevator** ▶

Video Tutorial

⚠ DANGER
Low Clearance

Service Manuals

LD-03 Door Operator TAC 20 Door Operator

Location

San LaMonte Building

1000 10th St, San Francisco, CA 94103
 415-774-2000
 415-774-2000
 415-774-2000

MAX Data

Controller type: TAC 20
 Door Type: Single/Double Door
 # Fails: 1
 Service Mode: Inspection
 Last Cloud Call: 10/15/2017 10:00 AM

10 Rules for Health & Safety

- Lock Out/Tag Out
- Safe Work Practices
- Use Proper Lifting Techniques
- Use Personal Protective Equipment
- Follow all safety rules and regulations
- Use proper personal protective equipment
- Sanitizing



Transformando dados em novas possibilidades

The image displays a central Power BI Desktop interface with several key components:

- Overview:** A dashboard showing sales figures for Australia (\$5.3M), Canada (\$5.3M), France (\$2.6M), Germany (\$2.3M), UK (\$3.3M), and USA (\$21.8M).
- Key influencers:** A section titled "What influences NSAT to be 7" with interactive filters for UnitPrice and Manufacturer.
- Units by Product and Sale Size:** A trellis plot of violin charts showing the distribution of units for Large, Medium, and Small sizes.
- Sales Amount by Brand Name:** A trellis plot of bar charts showing sales for brands like Contoso, Adventure Works, and Proseware.

Surrounding the desktop view are several mobile app screenshots:

- Top Left:** A "Sales Dashboard" showing a total of \$21.8M and a breakdown by country.
- Top Right:** Two screenshots of the "Annotate" feature, showing a line chart with a callout bubble saying "Great!".
- Bottom Left:** A "Sales Report" with a time-series line chart and a donut chart.
- Bottom Center:** A "Favorites" list containing reports like "BIOD Defects Status", "Canary Report", and "Power BI Cluster Details".
- Bottom Right:** A "Sales Dashboard" with multiple charts, including a trellis plot of violin charts and a trellis plot of bar charts.

Preparação para A Lei Geral de Proteção de Dados e GDPR

Office 365 Security & Compliance

Home > Data governance

Tell us what you want to do...

Other customers like you...
Use data governance policies in Office 365 to control data lifecycle of documents and email.

100 billion Deleted	40 billion Preserved	25 billion Imported	20 billion Classified
---------------------	----------------------	---------------------	-----------------------

Recommended

Retain and HIPAA in...
Based on you might healthcare compliance creating any content this sensitive notified if people or organization

Import

- From other archiving solutions
- From social media and other sources

Retention coverage

- Preserve all
- Preserve specific
- Don't preserve data

Retention policy

- Have a documented and effective retention policy for all their data in Office 365
- Have policies to delete non-important data

Classification & Records management

- Classify their data
- Have less than 10 total classifications
- Use new Office 365 classification solution

Retain ta...
We detect your org contains or other... Create a to help m important around fo

Office 365 Security & Compliance Center

Home > Data Privacy: GDPR dashboard

Learn about GDPR and the tools we provide to help you

Tools to help with GDPR

Ramp up on GDPR

Starting May 25th 2018, organizations with operations inside the European Union must follow General Data Protection Regulations (GDPR) to safeguard personal data. Office 365 is committed to assisting you in building a secure framework for satisfying your GDPR responsibilities.

Open the GDPR toolbox

Learn about GDPR and how Office 365 can help

Data subject requests

Quick actions

Article 15 of GDPR provides the ability for a Data Subject (user) to obtain their data from the organization that they were associated. Security and Compliance Center provides your organization the ability to create a new Data Subject Rights (DSR) request case. A DSR is something which you create when someone (say an ex-employee) wants all content relating to them.

Create a new Data Subject Request

Active vs Closed case in the past 60 days

Days	Active cases	Closed cases
10 days	10	0
20 days	10	5
30 days	10	10
40 days	10	15
50 days	10	20
60 days	10	25

View all cases

How your organization is classifying data

Labels usage trend

Period	Usage
Jan 20-26	85
Jan 27-Feb 2	80
Feb 3-9	60
Feb 10-16	65
Feb 17-23	60
Feb 24-Mar 2	80

Top 5 labels usage counts

Employee records	844
Attorney-client confidential	548
Tax records	532
NDA	527
HIPAA	342

Pending dispositions

121	SharePoint documents
45	OneDrive documents

Acessibilidade

Tecnologia de acessibilidade beneficia todos, incluindo:

- Pessoas com deficiências permanentes como as listadas abaixo
- Deficiências temporárias (como catarata ou um braço quebrado);
- Requerimentos temporários (como trabalho sem as mãos ou sem olhos enquanto dirigimos).



Visual



Auditivo



Cognitivo



Fala



Mobilidade



Neural

Deficiências existem de diversas formas visíveis e invisíveis

Acessibilidade

The image shows a Windows desktop with two applications open. On the left is the Windows Settings app, and on the right is Microsoft Excel.

Windows Settings - Color filters

Color filters
Make photos and colors easier to see by applying a color filter to your screen.

Use color filters

Turn on color filters
 Off

Allow the shortcut key to toggle filter on or off
Press the Windows logo key **⊞** + **Ctrl** + **C** to toggle filter on or off.

Select a color filter to see elements on the screen better

- Inverted (reverse colors on the display)
- Grayscale
- Grayscale inverted

Or select a colorblindness filter to make the nine colors on the wheel more distinct.

- Red-green (green weak, deuteranopia)
- Red-green (red weak, protanopia)
- Blue-yellow (tritanopia)

A color wheel diagram is visible at the bottom of the settings page.

Microsoft Excel - Sales Data - Excel

The Excel spreadsheet displays the following data:

Market	Date	Zip	Unit	Revenue
833	1/15/2000	76108	1	\$ 797.95
837	1/15/2000	33436	1	\$ 813.70
837	1/15/2000	76531	1	\$ 813.70
838	1/15/2000	29526	1	\$ 934.45
838	1/15/2000	33584	1	\$ 944.95
838	1/15/2000	33947	1	\$ 944.95
838	1/15/2000	74132	1	\$ 929.20
838	1/15/2000	75080	1	\$ 944.95
838	1/15/2000	85225	1	\$ 934.45
838	1/15/2000	92647	1	\$ 929.20

Acessibilidade

Atlas Obscura

Books Atlas Obscura Search or enter web address

Atlas Obscura

AN EXPLORER'S GUIDE TO THE WORLD'S HIDDEN WONDERS

JOSHUA FOER, DYLAN THURAS & ELLA MORTON

Atlas Obscura

AN EXPLORER'S GUIDE TO THE WORLD'S HIDDEN WONDERS

BRITISH COLUMBIA 11/9/2017

INDIA 11/9/2017

OMAN 11/9/2017

FINLAND 11/9/2017

RUSSIA 11/9/2017

POLAND 11/9/2017

ESTONIA 11/9/2017

ITALY 11/9/2017

Atlas Obscura 0 of 470 Cover

Type here to search

2:30 PM 4/24/2018

Acessibilidade



A ética na Inteligência Artificial

Equidade

Confiabilidade
& Proteção

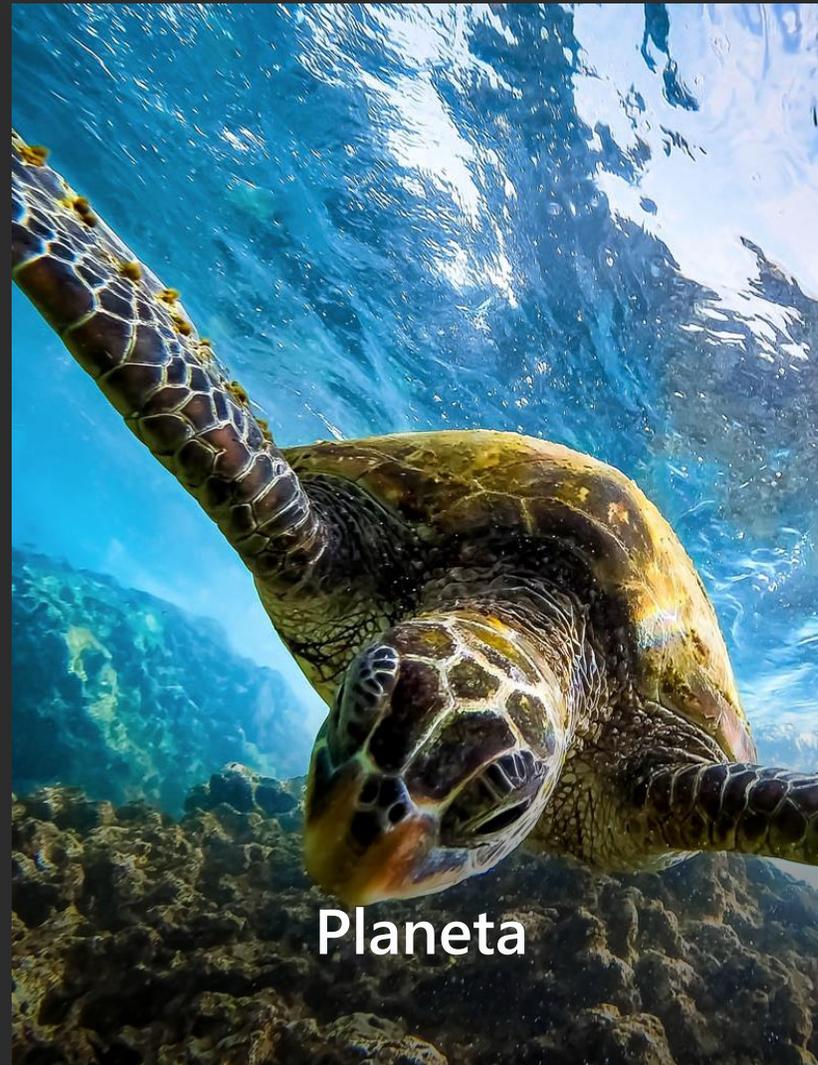
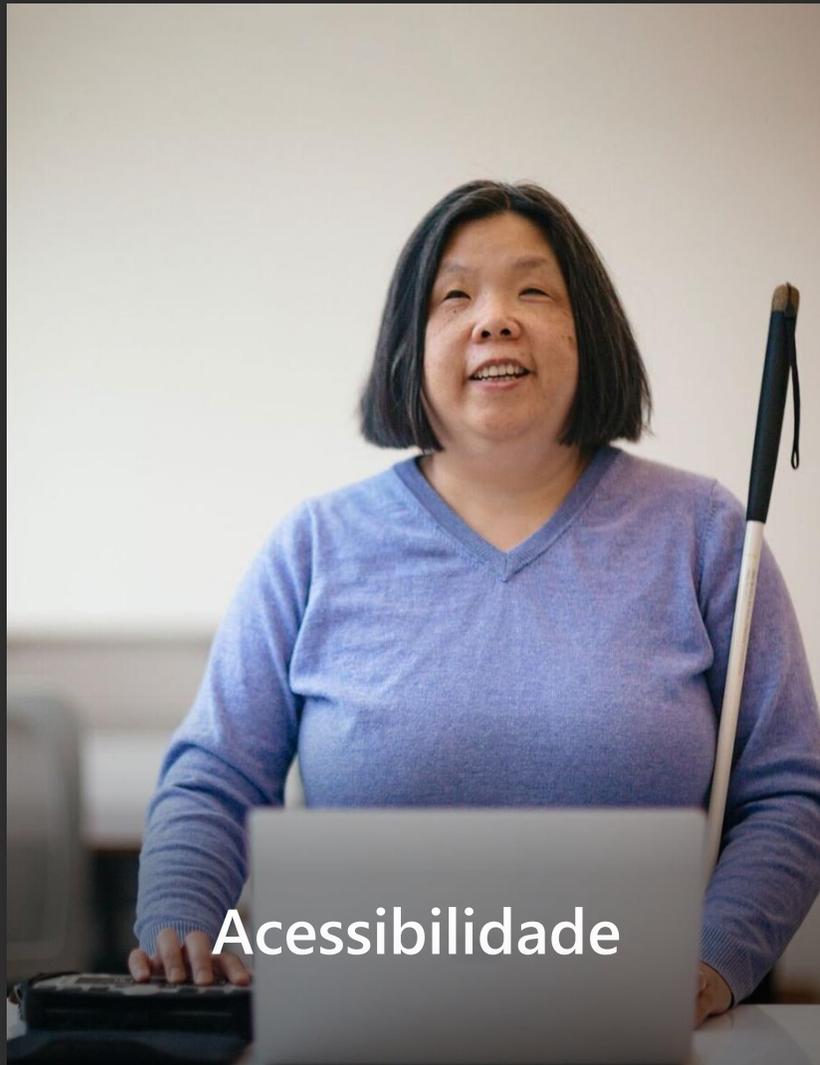
Inclusão

Transparência

Privacidade &
Segurança

Responsabilidade

Inteligência Artificial para o Bem





Empoderar cada pessoa e organização
no Brasil a conquistar mais



Empoderar cada pessoa e organização
no planeta a conquistar mais

O verdadeiro poder
da tecnologia não é
definido pelo

| o que ela pode fazer



É definido por:
O que escolhemos fazer com ela...



Obrigado!

www.microsoftpme.com.br



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Microsoft Brasil



rpaiva@microsoft.com



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