

# Digital disruption has impacted millions of people

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Our mission as a company is to empower every individual and every organization on the planet to achieve more.

In the last few weeks, I have been travelling around different cities in India. One of the biggest themes for most chief executive officers is what can they do to transform business and become more digital?

Most of them are doing five things, which show that they are really transforming their businesses.

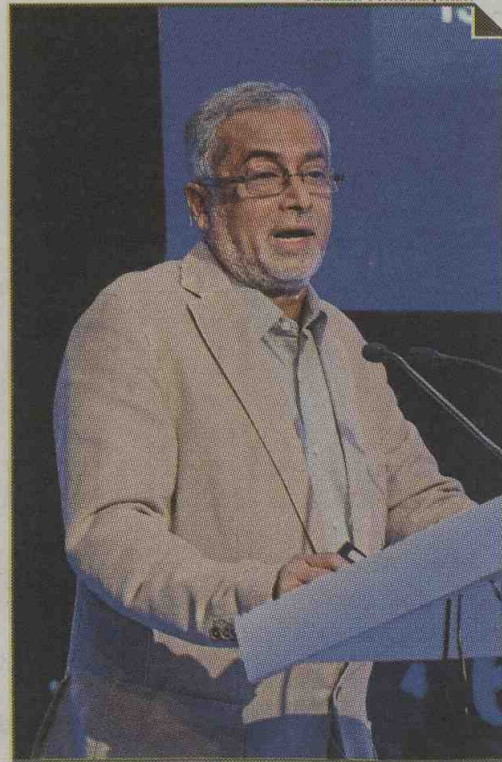
The first is, most of them are looking how they can build intelligent, connected products and services. Second, they are looking how they can provide differentiated customer experience. Third is focused around how they can use Internet of Things for manufacturing. Fourth, how can they improve efficiency of their processes using analytics, and finally, most of them are looking how analytics can help them not just take better decision today, but also to be able to predict the future.

But this disruption is not really just for big businesses, but also for micro and small enterprises.

Last week, I had the opportunity to be in Bangalore and meet with a number of ISVs ( independent software vendor) and born-in-the-cloud system integrators, and the kind of work doing for businesses, whether small or large, is really impressive. The most important thing is this disruption is not just touching and helping companies transform themselves, but touching the lives of millions of people.

This disruption actually impacts our lives. Very clearly, our infrastructure from network perspective is improving, whether it is 2G, 3G or 4G, we are getting more widespread in terms of coverage.

I was at Reliance Jio last week, and they gave me a demonstration on how



they can get 100 mbps on mobile. The second thing that gives me the confidence is that we are a tech-savvy nation. And it does not matter whether it is somebody in school or my grandmother. The other thing which gives me a lot of confidence is the ISV and the start-up ecosystem. I am really enthused about how they use technology.

The last and the most important thing is that we have a government that is leveraging technology for public good, whether it is education, financial inclusion, health or skilling. I believe e-gov is going to be the next killer app.

So, what you are going to see on you mobile phones is a lot more applications which enable you to get something done or get the government to listen to you.

*Bhaskar Pramanik is the chairman of Microsoft India.*

*Transcribed by Moulishree Srivastava.*