



IoT in Action

#IoTinActionMS



Business Transformation in Action

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Digital Disruption and the 4th Industrial Revolution

Mechanized production

Mass production

Automated production

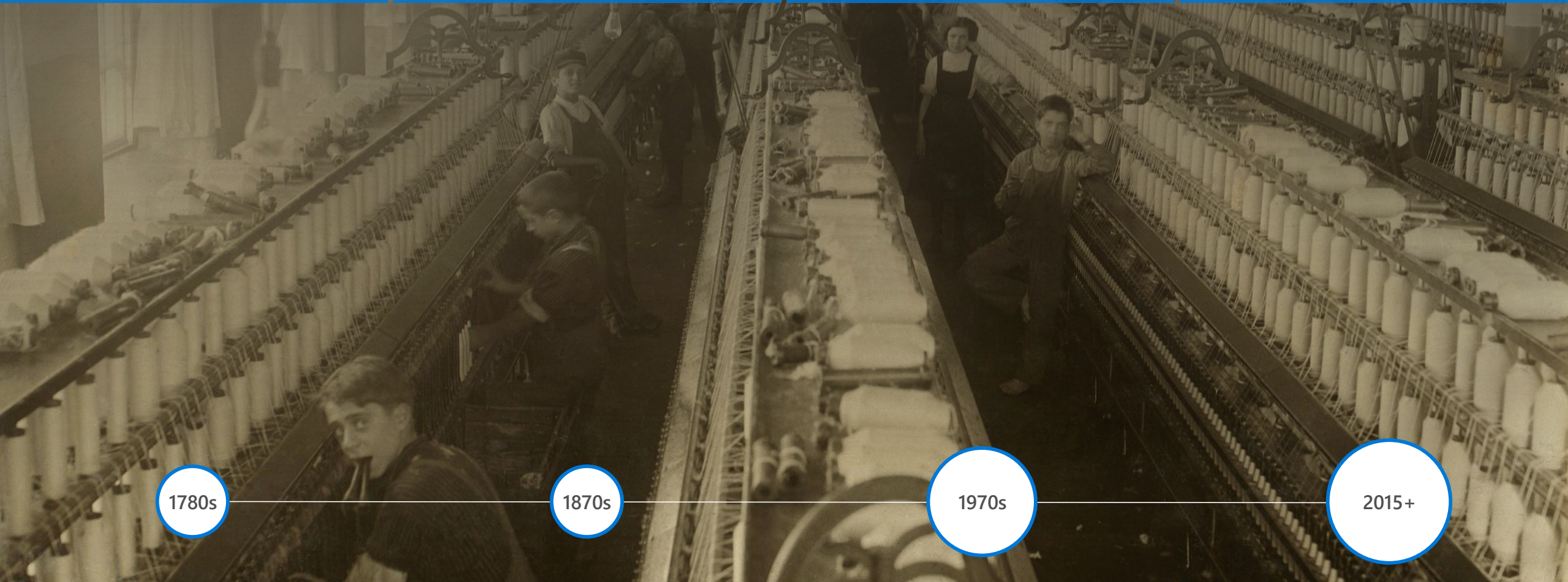
Digitized production

1780s

1870s

1970s

2015+



In the last 20 years, major forces and innovations in our industry required Microsoft to **transform**



Free, Ad-Supported Services



Open Source & OS diversity



Cloud Computing



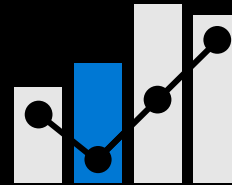
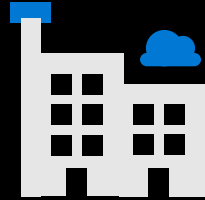
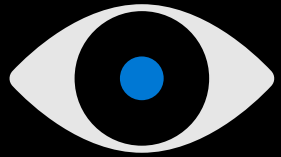
Mobile



The Internet



4 steps of Digital Transformation



1. Business insights

Sensor proliferation

Data collection, transfer, storage and processing

New insights—
understanding product
and service more deeply

2. Operational efficiencies

Process engineering and
product engineering
improvements

Predict the future based on past
data patterns

Cost reduction

Predictive maintenance

3. New business models

Provision of services
alongside devices
and hardware

Devices/hardware/machines
delivered "as a service"

4. Features and rev streams

Enablement of ancillary
businesses, new businesses and
transformed businesses



**Vision &
strategy**



**Culture &
capabilities**

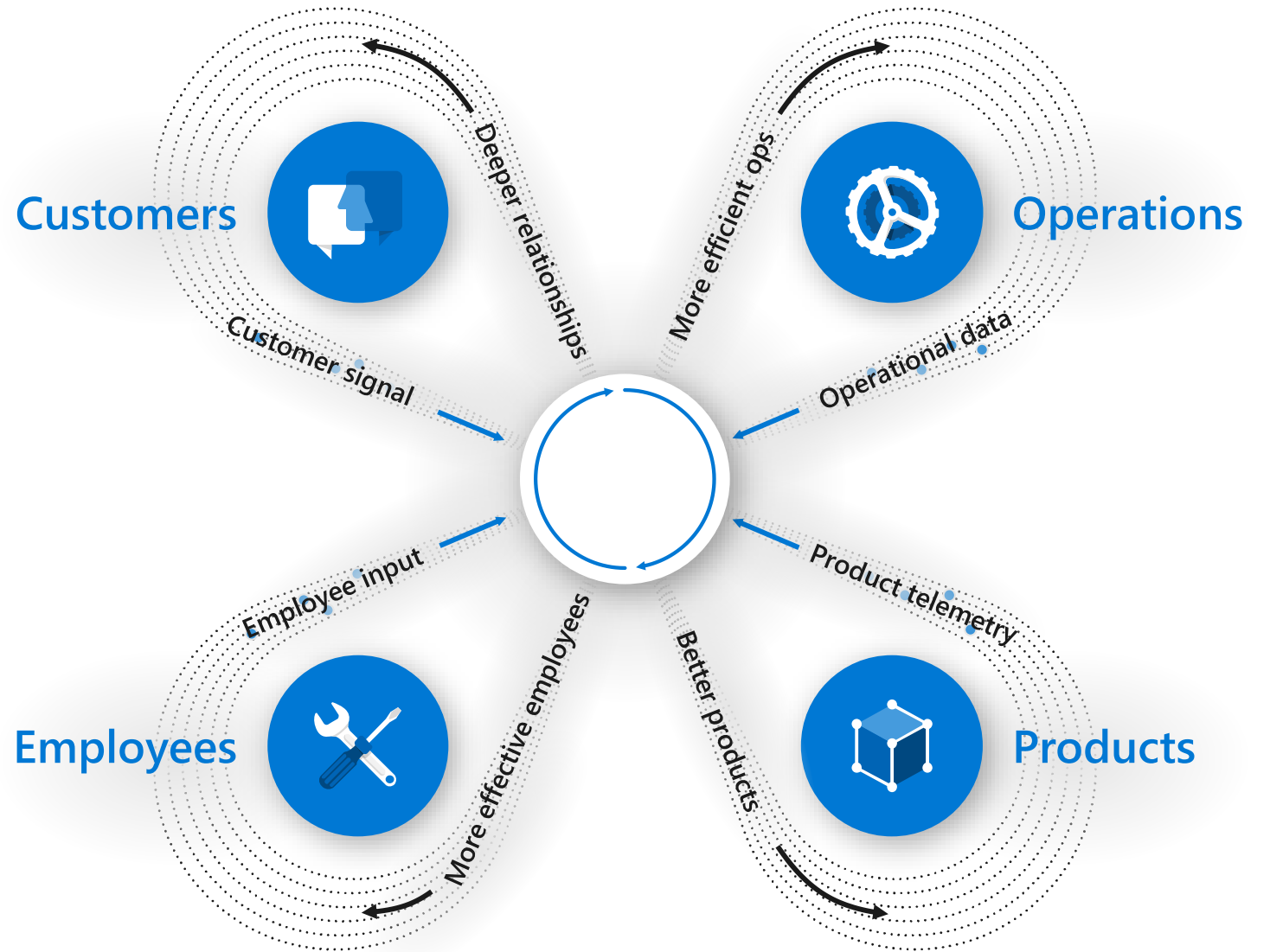


**Business model
& GTM**



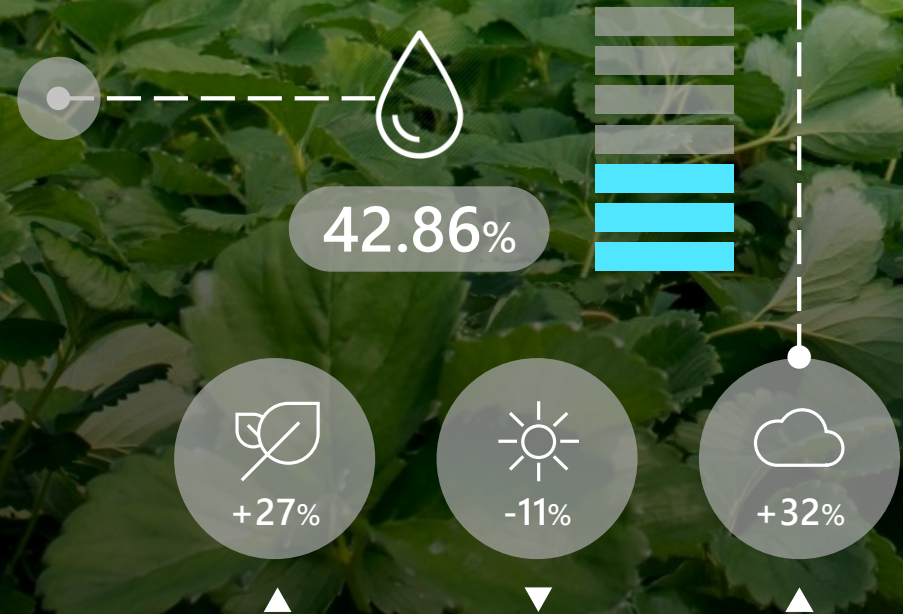
Technology

Digital Feedback Loop



Value generation

The purpose of every digital transformation





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Services Co., Ltd.



騰雲科技
TURN CLOUD TECH



Microsoft IoT In Action Presentation

November 20, 2019

Turn Cloud Technology Services Co., Ltd.

Turn Cloud Tech

Founded Year 2016
Capital 150 Million NTD
Employee 140
Business
Region Taiwan / China / APEC / Japan
Service
Categories Digital Solution Consulting
Service、AIOT POS Solution
Digital Payment Platform ,
Smart Retail Management
Platform、Digital Marketing
Platform

References



顧客體驗

CUSTOMER EXPERIENCE



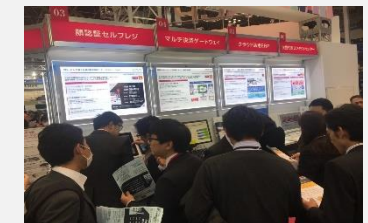
競爭優勢

COMPETITIVE ADVANTAGE



永續服務

CONTINUOUS SERVICE



資料來源：騰雲科技服務官方網站

TC AIOT Applicable Industries



**Transportation
& Tourism**
Booking/Service/Guide



**Shopping Mall &
Flower Carts
& Temp Stall**



**Restaurant &
Takeaway**
Table Service
/Checkout



Travel&Recreation
Ticket
Sales/Issue/Offer



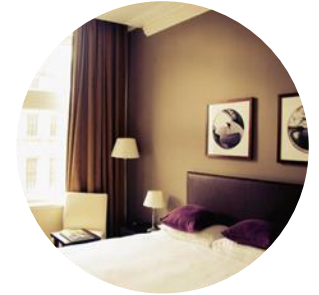
**Specialty
Stores**



**Health &
Wellness**
Booking/Service
/Checkout



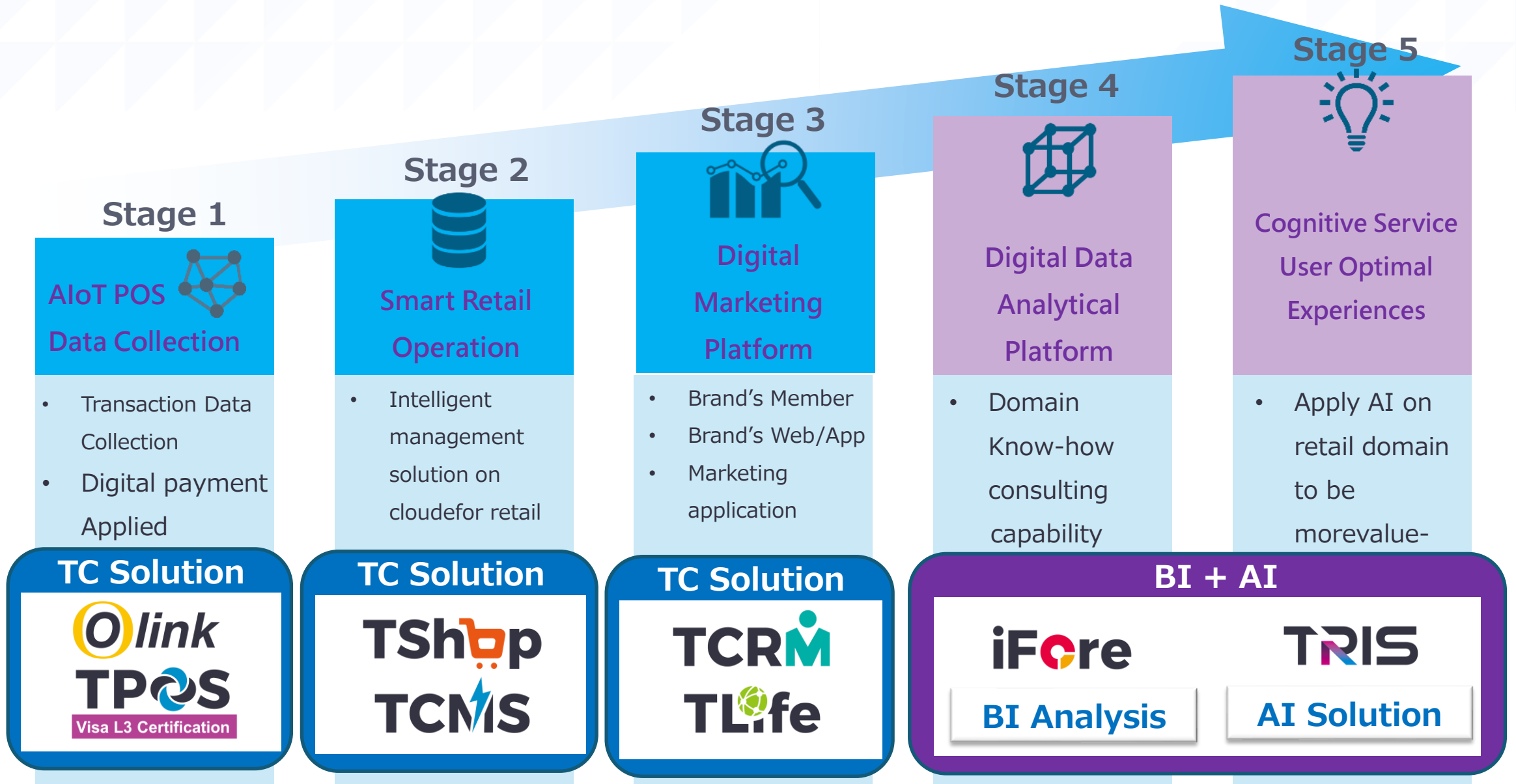
Logistics
Booking/Service
/Checkout



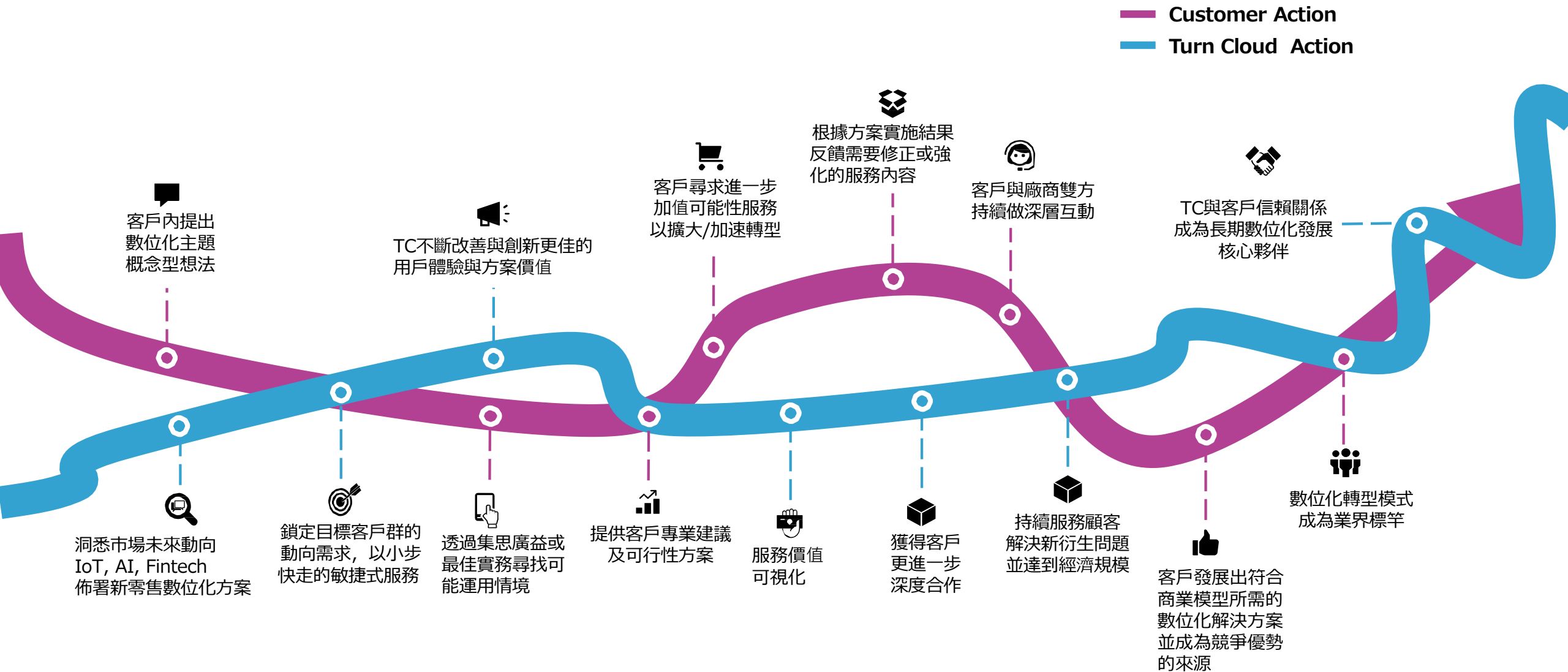
Hospitality
Booking/Service
/Checkout



Turn Cloud Transformation Strategy



Transformation Strategy



Discussion

The background is a dark blue gradient. A glowing, interconnected network of white and light blue dots and lines forms a wave-like pattern across the middle. Below this, there are numerous out-of-focus bokeh lights in shades of blue and white, creating a sense of depth and digital activity.

