



# Application Innovation

Accelerating your  
Digital Transformation Journey

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# MULTI-DEVICE, MULTI-SENSE

*experiences span all  
devices and all senses*

# UBIQUITOUS COMPUTING

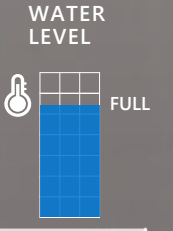
*manage the complexity  
of distributed computing  
and billions of events*

# INTELLIGENCE LED

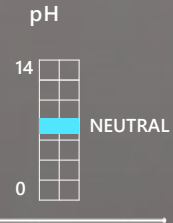
*infused with the ability to  
reason*



FAVORITE STATION  
Jazz Classics



26°  
INDOOR  
TEMPERATURE









Engage  
customers



Empower  
employees



Optimize  
operations

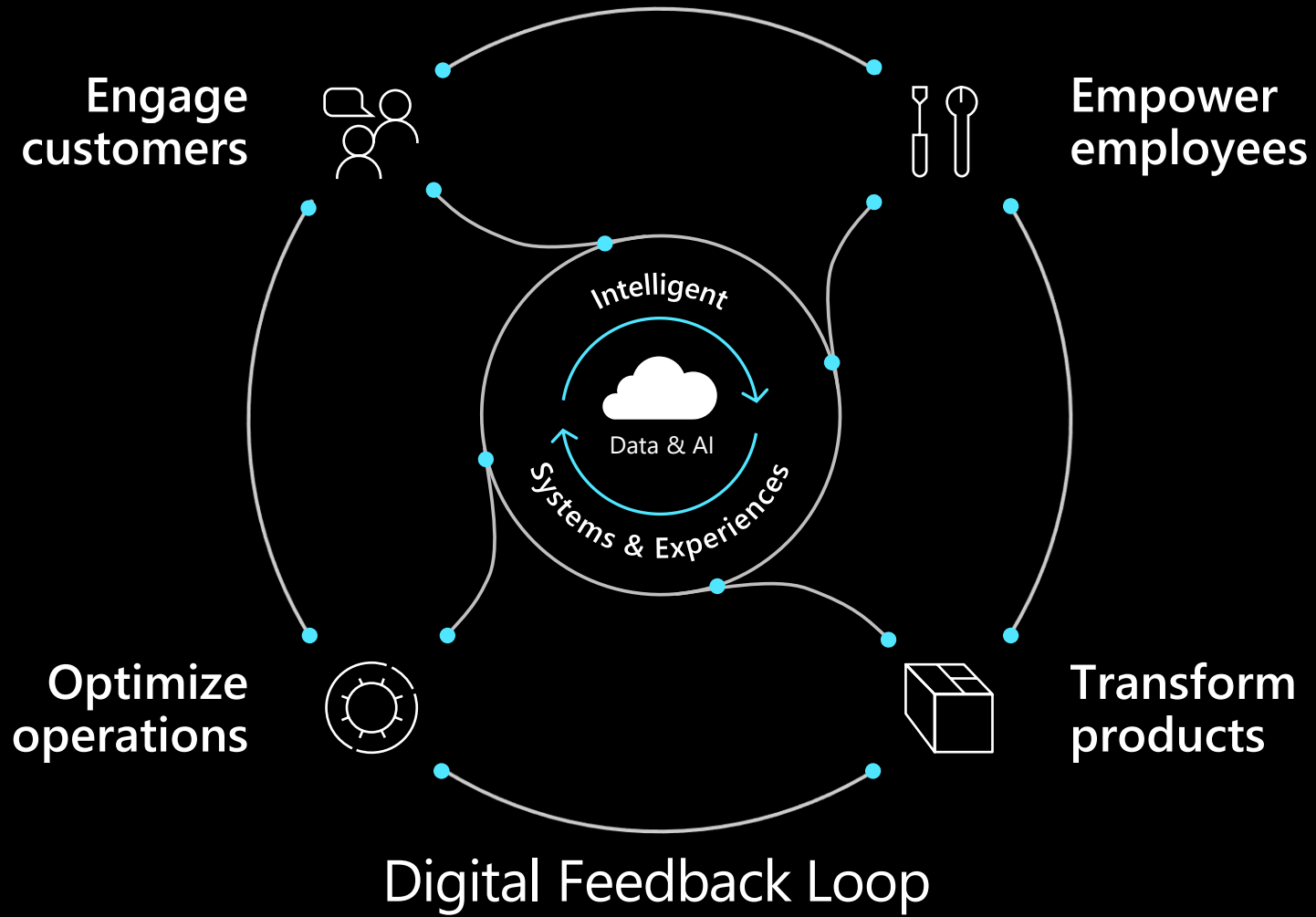


Transform  
products



Digital Feedback Loop







A nighttime photograph of a city skyline with several tall skyscrapers. Overlaid on the image are seven circular icons, each with a blue icon inside and a dashed line pointing to a specific building. The icons represent: a line graph (top left), a wrench and screwdriver (top left-center), a smartphone (top center), a padlock (top center-right), two people (top right), a document with a checkmark (top right-center), and a network node (top right).

# Every company is a software company

# Every company wants to digitally transform

However, realizing true business value from software remains challenging

**20M+**

Software engineers worldwide

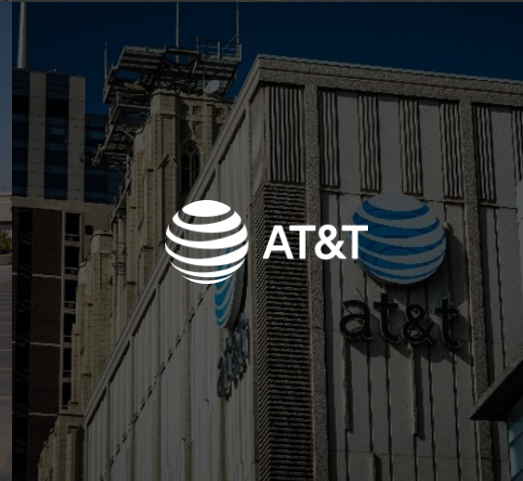
**50%**

Outside of tech industry

**70%**

of digital transformation initiatives do not achieve targeted outcomes









# Developers

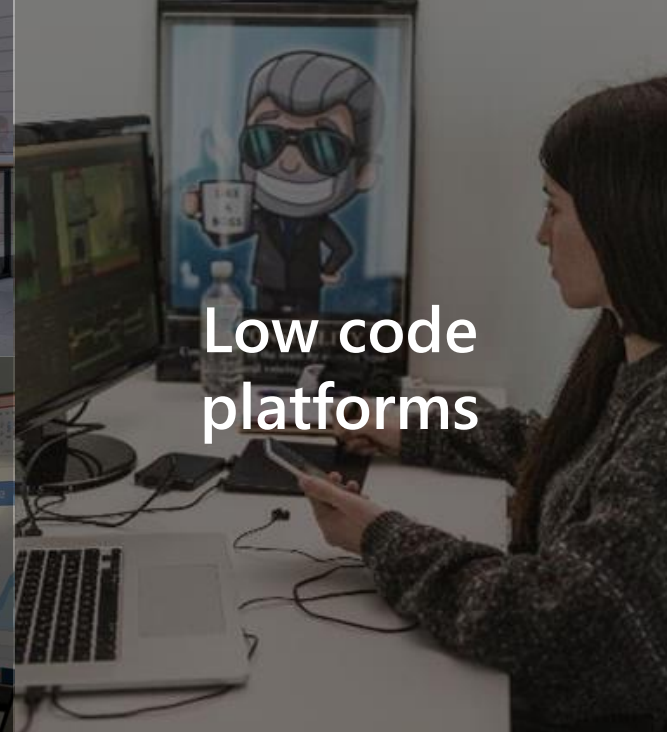




App  
Modernization



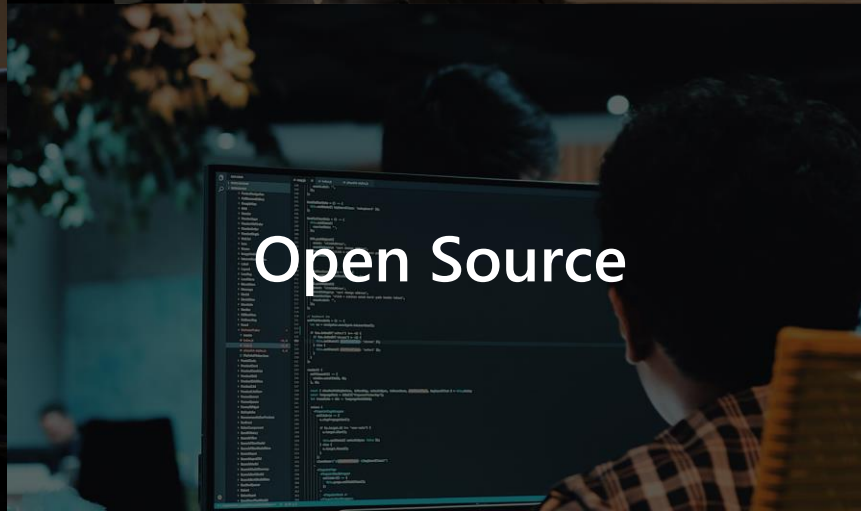
DevOps



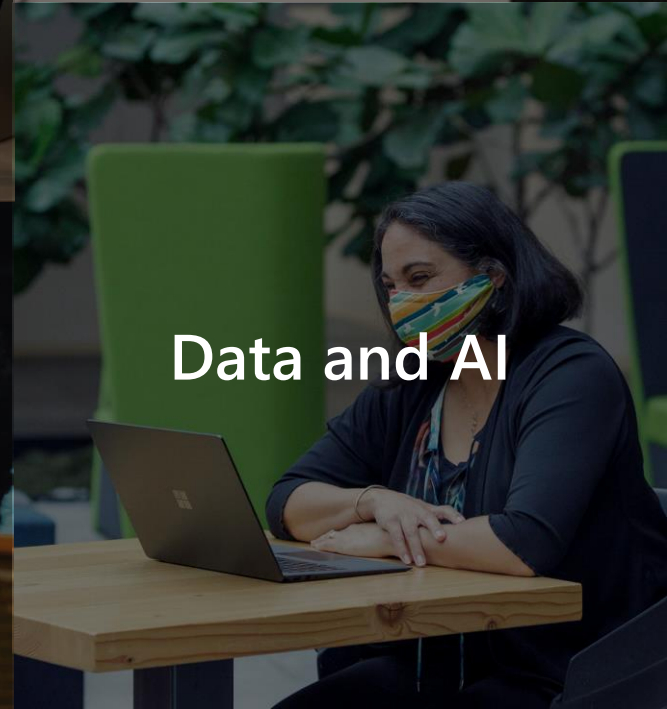
Low code  
platforms



Cloud Native

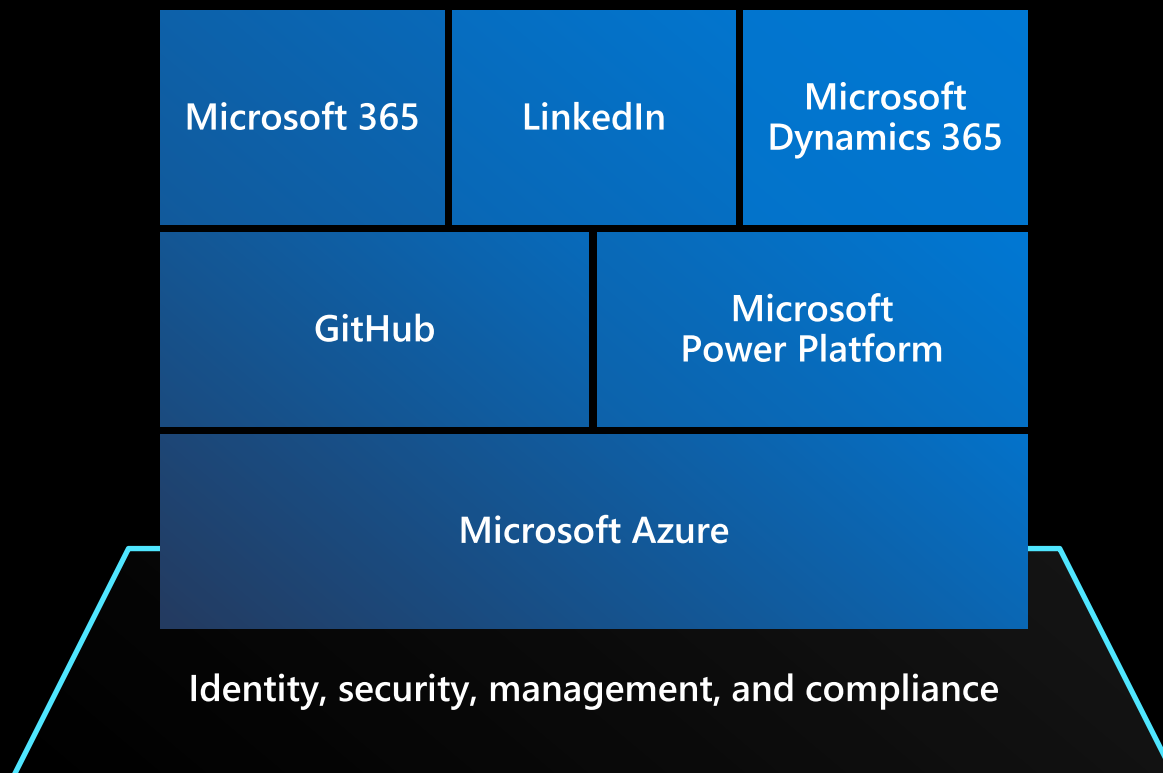


Open Source



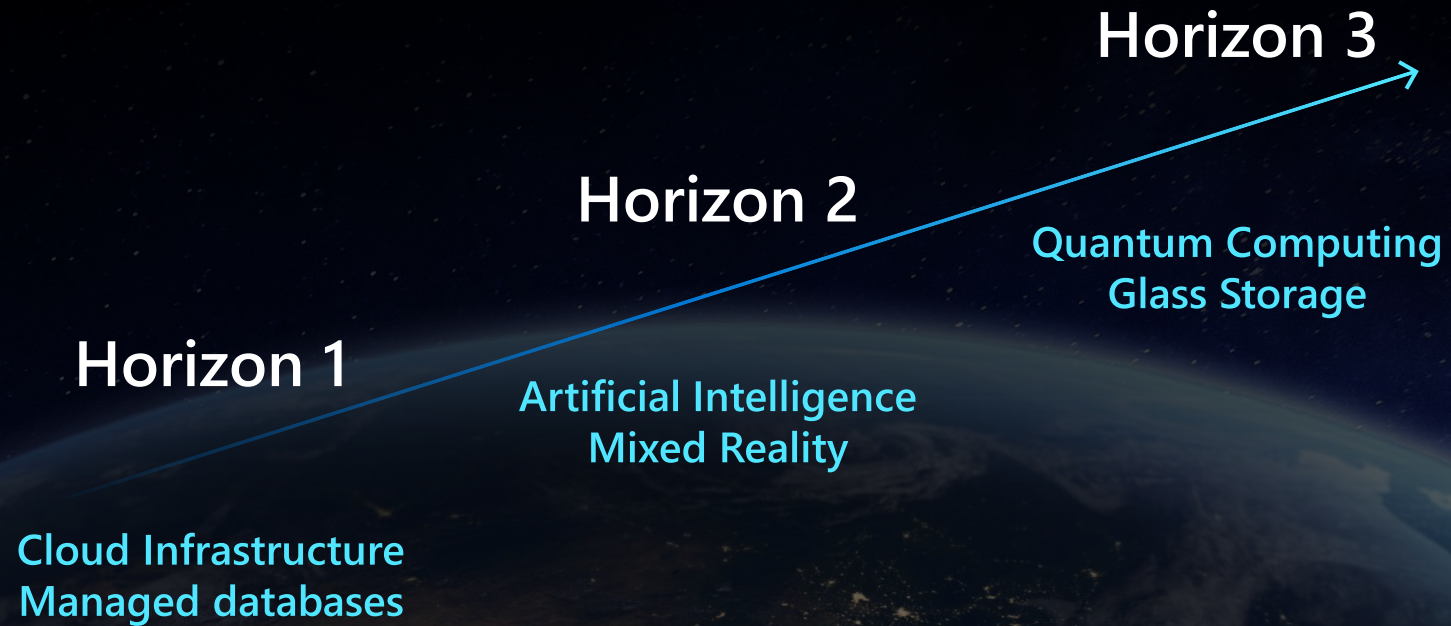
Data and AI







# Innovation approach



# Companies with top Developer Velocity Index (DVI) outperform the market

4–5x

Higher revenue growth

55%

Higher innovation<sup>1</sup>

McKinsey & Company: Driving business outcomes through Developer Velocity 2020  
<sup>1</sup> Measured by level of adoption of new technologies and ability to innovate faster and beat competition through innovation led growth





## Developer Velocity

# What is Developer Velocity?

Driving business performance through software development by empowering developers, creating the right environment for them to innovate, and removing points of friction.

[azure.com/developervelocity](https://azure.com/developervelocity)

Architecture  
Infrastructure and platform  
Testing  
Tools



## Developer Velocity Index (DVI)

Engineering practices  
Security and compliance  
Open source, inner source  
Agile team practices



**Working  
practices**



**Organizational  
enablement**

Culture  
Team characteristics  
Product management  
Organizational agility  
Talent management  
Remote work

DVI is calculated as a weighted average of the scores for DV drivers across various dimensions identified by McKinsey & Co., as key factors impacting software development



Collaborate  
globally & securely



# Developer Velocity

Build  
productively

Scale  
innovation





Build productively



# Unleash the full potential of your developers with a powerful toolkit



GitHub

56M+ developers



Microsoft Azure

Leaders in developer platform<sup>2</sup>



Developer  
Velocity



Microsoft  
Visual Studio

#1 developer tool<sup>1</sup>



Power Apps

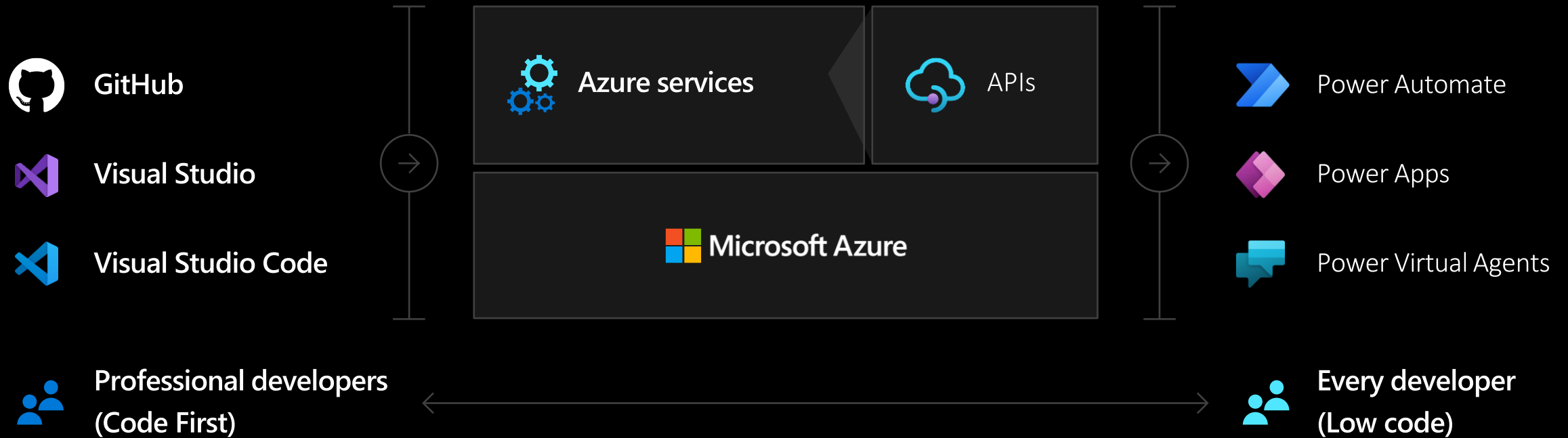
Leaders in low-code  
development platforms<sup>3</sup>

1: Stack Overflow: Stack Overflow Developer Survey, 2019

2: Forrester: Forrester Wave for Public Cloud Development and Infrastructure Platforms, and, Public Cloud Development Platforms, Q1 2020

3: Forrester Wave for Low-Code Development Platforms, 2019

# Use the right tools for the right job



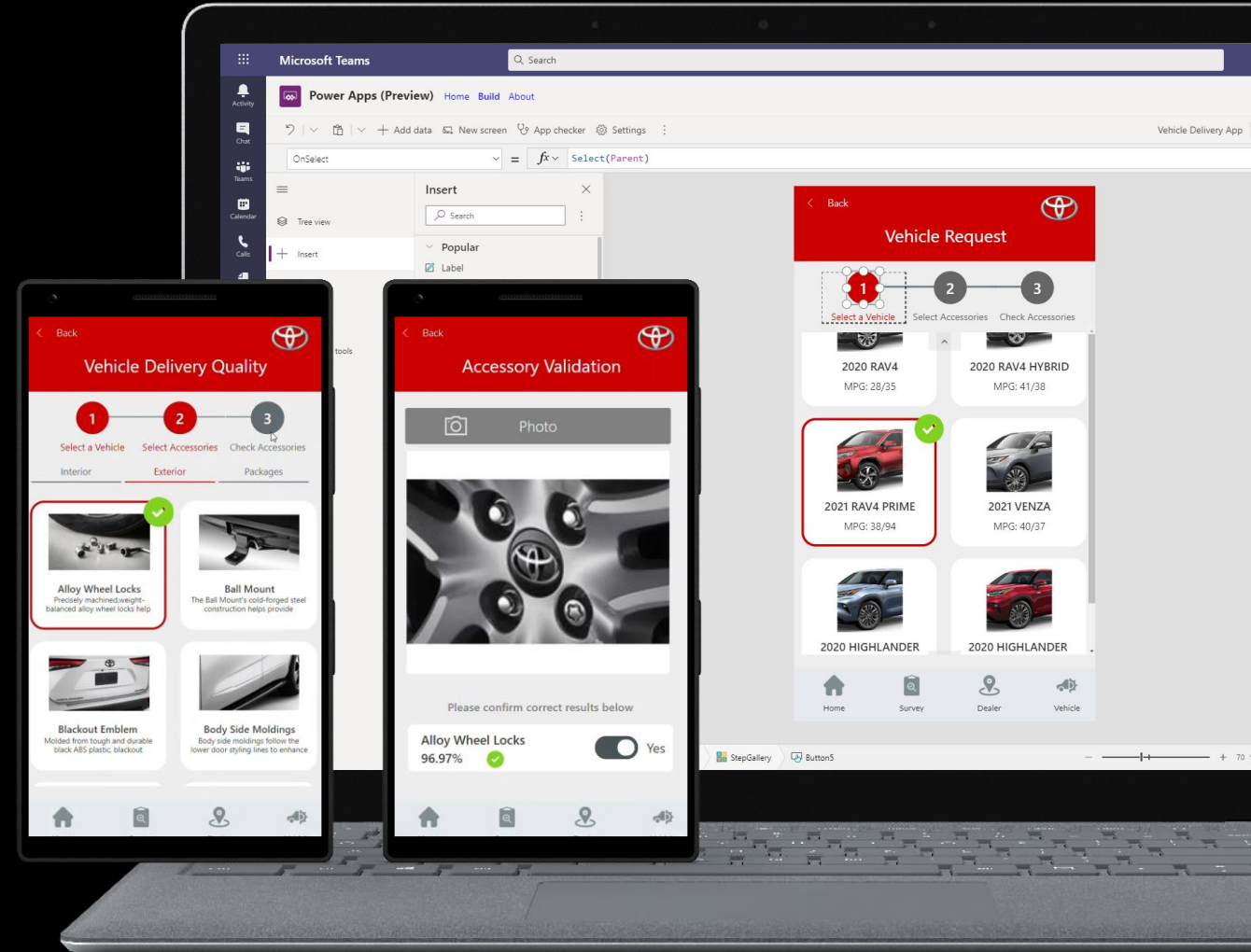


# Power Apps

 Built-in CI/CD with GitHub Actions

 API management support for custom connectors

 Power Virtual Agents extension with Bot Framework



A group of people are seated around a wooden table in a dimly lit room, likely a co-working space or office. They are all focused on their laptops. In the foreground, a man with headphones is seen from behind, typing on his laptop. To his left, a woman is also working on her laptop. In the background, another man is visible, looking at his laptop. The overall atmosphere is one of collaborative work. The text "Collaborate globally & securely" is overlaid in the center of the image in a white, sans-serif font.

Collaborate globally & securely



# Open source is the biggest differentiator for organizations

**+30%**

more innovative

**+20%**

developer satisfaction  
and retention rates

*McKinsey & Company: Developer Velocity: How software excellence fuels business performance. April 2020*



The largest developer community on the planet



# GitHub



## Collaboration

Attract and retain the best talent with tools developers know and love



## Security

Securely integrate and innovate faster with the latest open source code in your software



## DevOps

Streamline and automate the deployment process to save time and money

# Collaborate with GitHub

Bring open source code, culture,  
and best practices into your organization



## Increased collaboration

Empower teams to collaborate within your organization



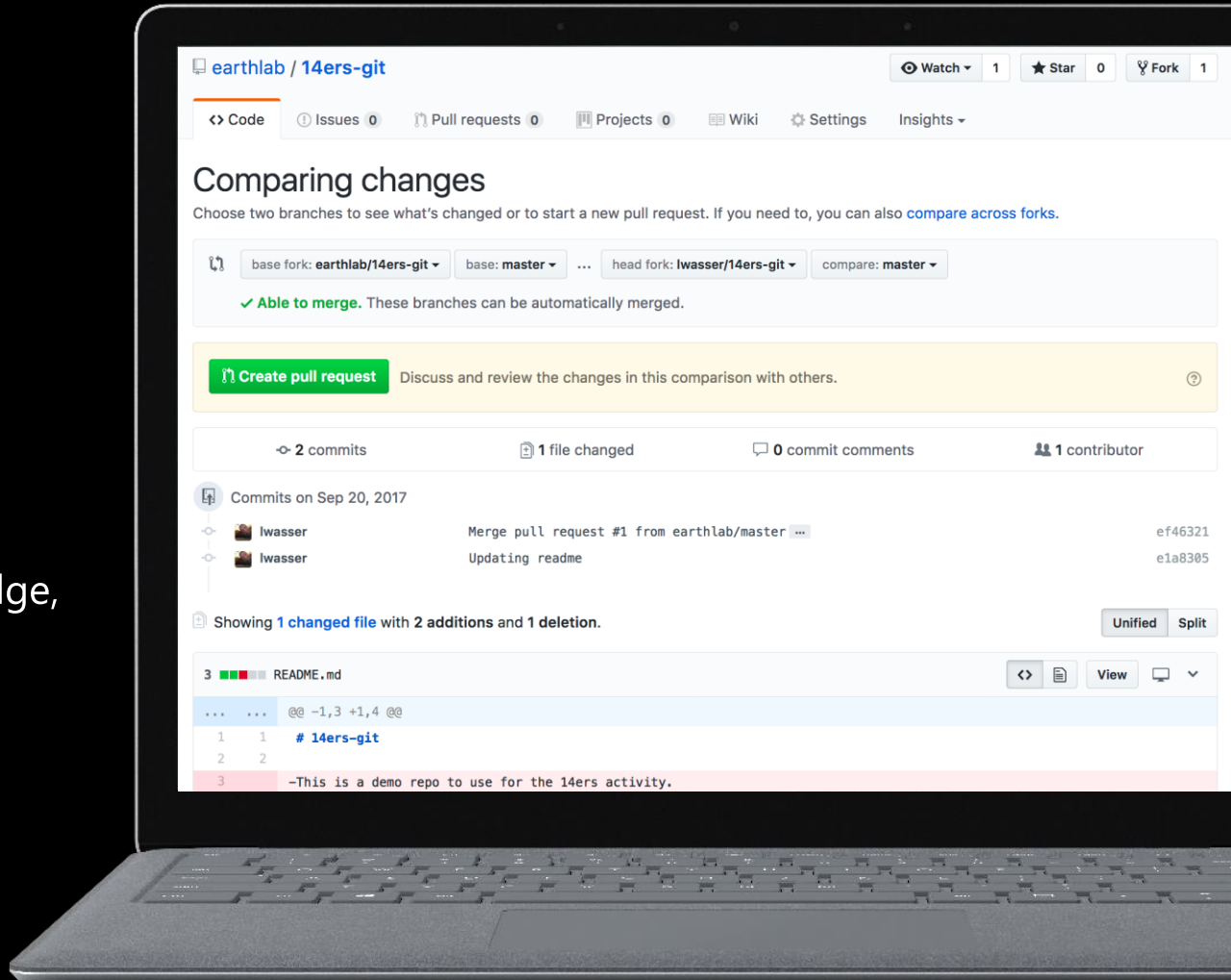
## Breaking silos

Simplified collaboration across teams, sharing of knowledge,  
improved code reuse, and secured workflows




## Higher developer satisfaction

Leveraging inner source and open source practices  
increases developers' satisfaction, enabling them to  
work on interest projects and increase their skills





A person with long dark hair in a ponytail, wearing a light blue button-down shirt and a VR headset, is seen from the back. They are standing in a server room with a large rack of server equipment and a dense web of colorful cables. A semi-transparent video call window is overlaid on the right side of the image, showing a woman with dark hair in a grey sweater. The video call interface includes icons for chat, mute, video, and end call. The text "Scale innovation" is centered in white over the image.

Scale innovation



Public cloud adoption is key  
for Developer Velocity for  
non-software companies



# Application modernization



## Lift and shift with virtual machines

Marketplace images  
and solution templates



## Modernize using containers

Azure Kubernetes Service  
Azure Red Hat OpenShift



## Fully managed PaaS for .NET & Java

Azure App Service  
Azure Spring Cloud

Control ← → Productivity



## Managed databases

Azure SQL Database | PostgreSQL | MySQL | Cosmos DB

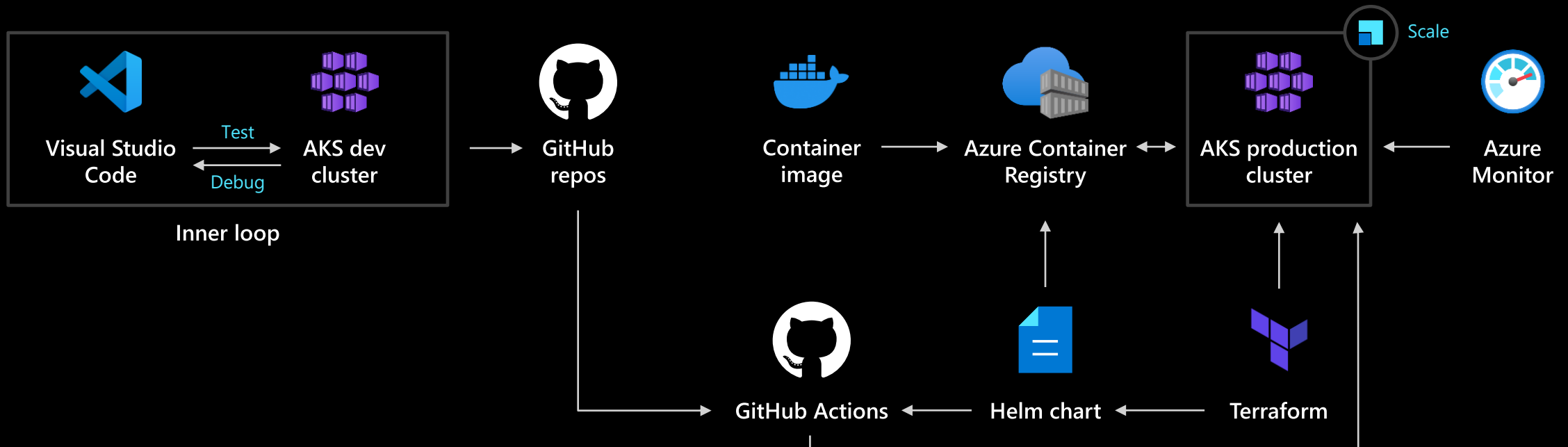


## DevOps

VS Code | GitHub | Plugins for IntelliJ and Eclipse  
Integrations for Maven, Gradle, and Jenkins

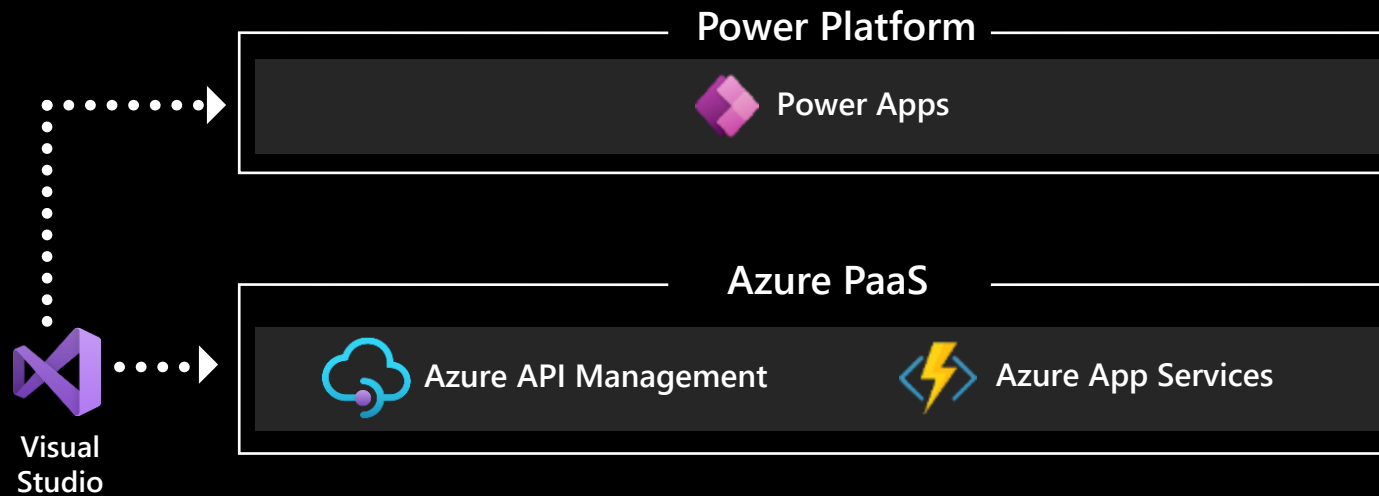
# Modern application pattern

Containerized application development

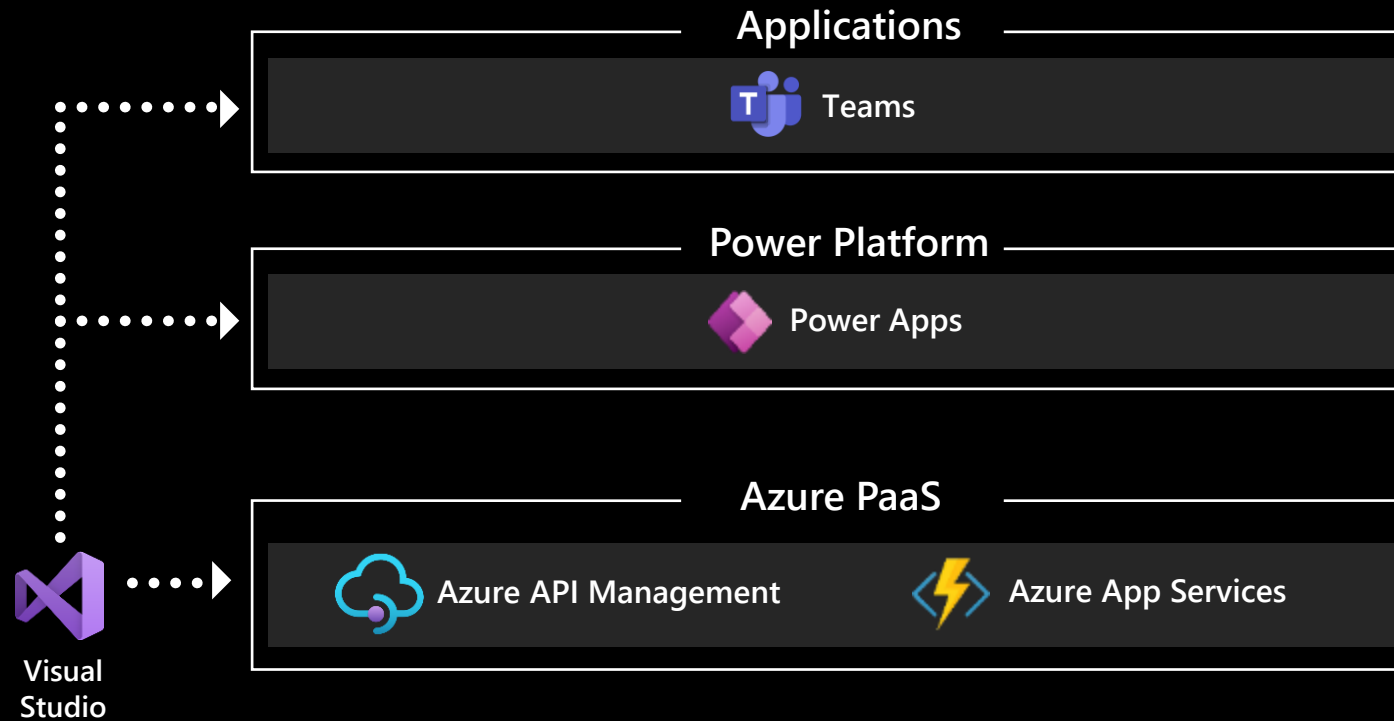




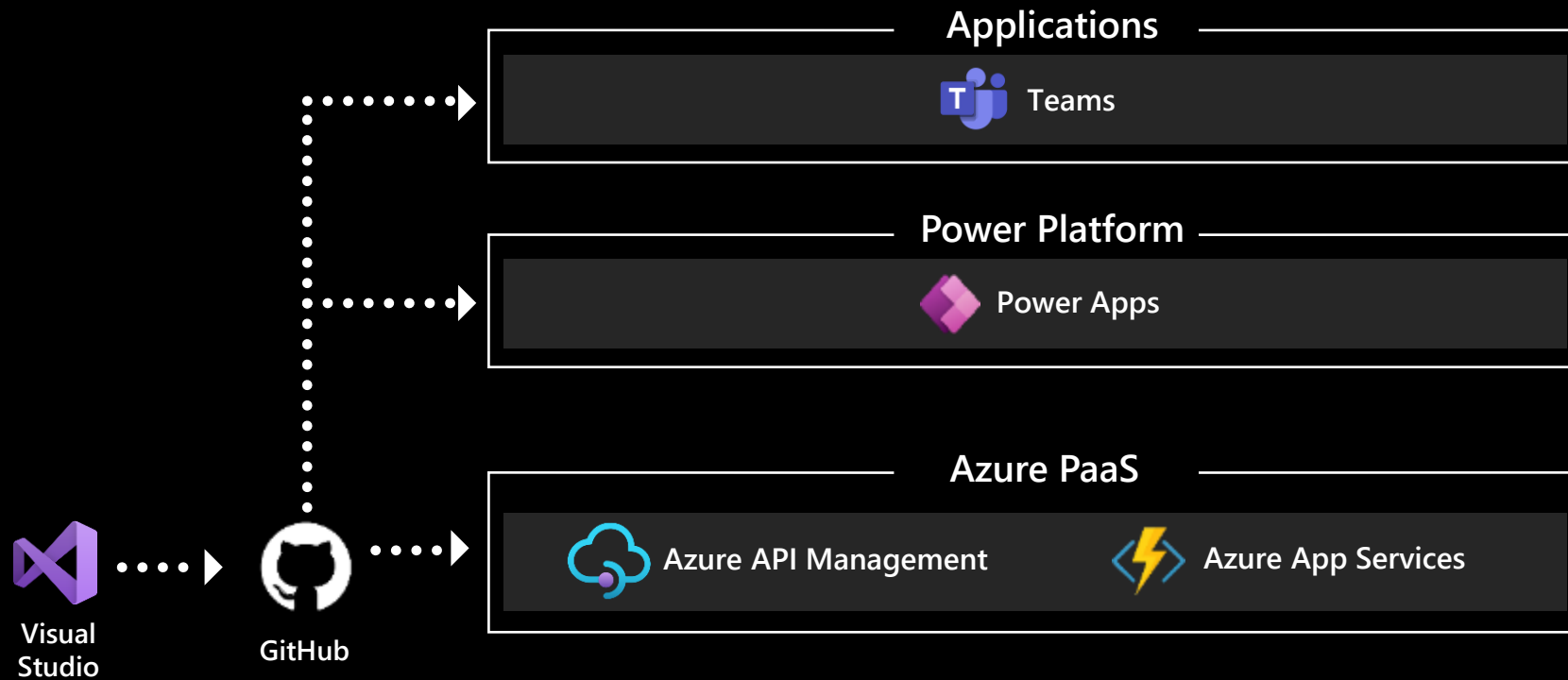
# Low code to serverless



# Teams to low code to serverless

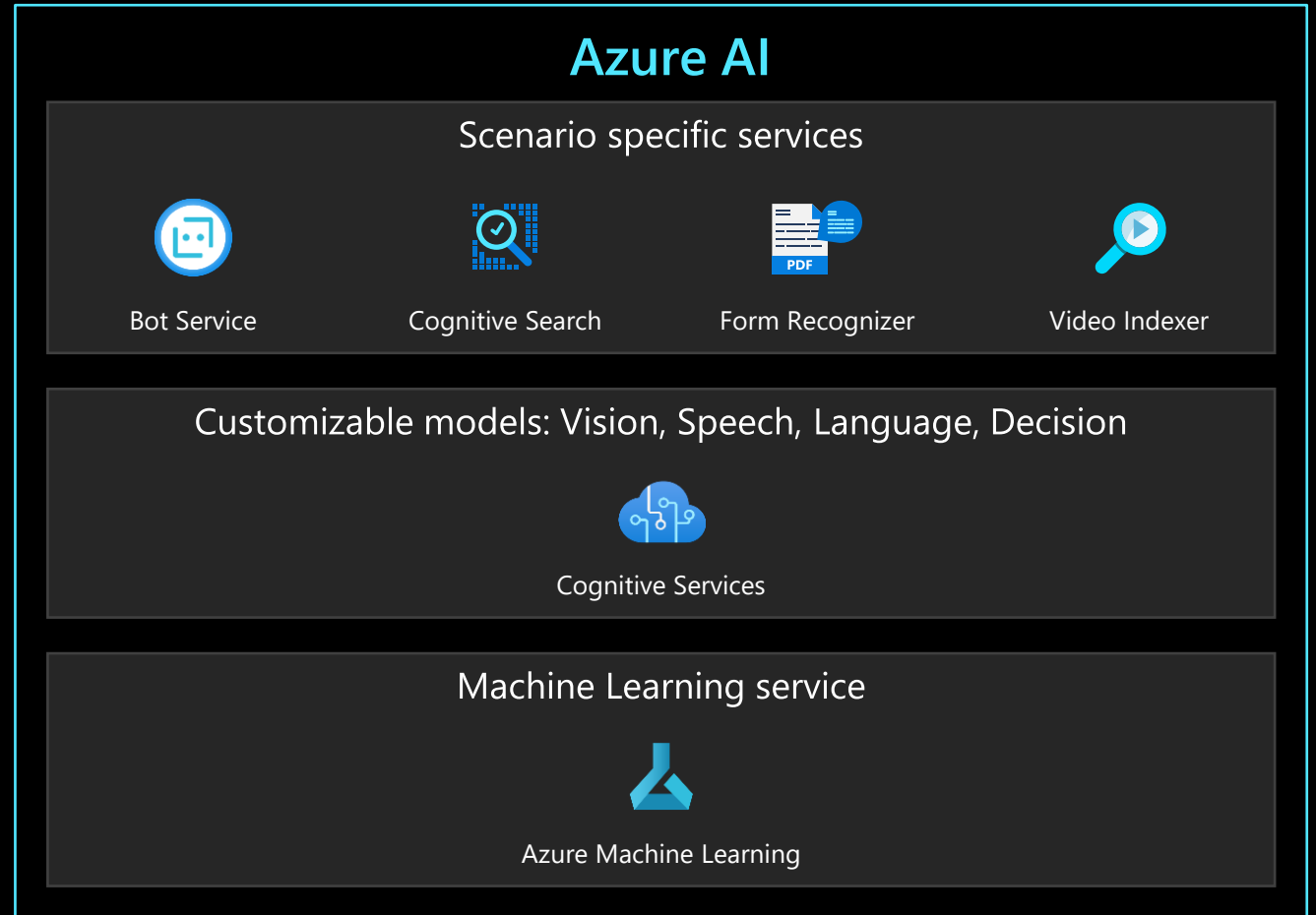


# Teams to low code to serverless with devops





# AI on Azure



**22,000+**  
paying  
customers

**85%**  
of Fortune 100  
companies use Azure AI

**Leader**  
recognized by top  
industry analysts



Companies that empower  
developers with low-code  
platforms score higher on  
innovation



# Our mission

Empower every person and  
every organization on the  
planet to achieve more





Becoming  
digital

Thank you