Public organisations and governments around the world will need to continuously evolve. Whether they are in the middle of an economic crisis with rising unemployment numbers or an economic boom, facing ageing or rejuvenating populations, tackling other serious issues like climate change or refugee crisis, they will all face changes in expectations from citizens, businesses and society at large.

Governments are all facing a delicate balancing act: Deliver better services, reducing their costs and reinventing the supply chains to deliver services quickly, efficiently and cheaply.

If Governments don’t adapt now, given the decline of global competitiveness of many countries, the standards of public services will decline: governments need to become essential partners in shaping the transition to new scientific, technological & economic and societal frameworks for the benefit of all.

Transformation requires these rich systems of intelligence. And it isn’t simply about technology...systems of intelligence represent the combination of technology, people and processes that enable these feedback loops, and define an organization’s competitiveness and ability to change the entire landscape of the industries in which it participates.

For us, this digital transformation englobes 4 distinct pillars:

- Engaging your citizens by harnessing data from many sources & drawing intelligence, predictive insights delivering personalization at scale (digital agents, bots, speech recognition, IoT, etc).

- Empowering your employees by fueling collaboration, productivity, agility and mobility, while mitigating risks. Eg. Facilitating Smartworking (work anywhere from any device; dynamic dashboards with customized visualization, social conversations, etc)

- Optimizing your operations through better governance, transparency, accountability, avoided redundancy, cheaper service, adaptability to circumstances (IoT shifting from reactive to proactive, advanced analytics, cloud, etc).
- Transforming your services by Re-inventing or improving Services & ‘business’ models using digital content, providing new insights, new data (information, social or interactive content), new ability to share, enabling the ‘no silos’ agility & citizen experience

Today’s world – and the digital transformation of business – is increasingly powered by the cloud. The cloud empowers – it empowers businesses, it empowers governments, it empowers communities and people and it helps fuel innovation on every corner of the planet. Microsoft is investing to meet the growing demand for an intelligent, global, trusted and responsible cloud that is enterprise ready, to bring customers choice and flexibility to meet their unique needs.