

# Digital transformation, accelerated:

## How to move forward in the midst of a global crisis

No industry has been left untouched by the global health crisis of 2020. Change is happening – along with innovation and lessons for progress.

Organisations are accelerating their digital transformation efforts to meet the many challenges posed by COVID-19. Those that already had the partners and tools in place for their digital transformation were able to quickly adjust to meet new customer needs. As a result, these organisations are benefiting from innovative business outcomes, while providing valuable lessons learned.



We've seen two years' worth of digital transformation in two months. From remote teamwork and learning, to sales and customer service, to critical cloud infrastructure and security – we are working alongside customers every day to help them adapt and stay open for business in a world of remote everything."

**Satya Nadella,**  
CEO,  
Microsoft

Here's how a few industries are embracing change – and how you can accelerate your own digital transformation journey.



### Financial services

Enable employees to serve customers and work from anywhere with continuous remote access to everything.

[Read Howden India's story >](#)



Having access to tools that allow you to stay connected wherever you are is absolutely critical. With Microsoft 365, emails, important documents, calendars and contacts are all at your fingertips in a completely secure environment."

Girish Mantri,  
CFO,  
Howden India

### Government

Modernise outdated platforms to reduce costs, improve scalability and meet compliance requirements.

[Read the Exchange's story >](#)

For the Washington Health Benefits Exchange, replacing legacy equipment in an off-site data centre would require another upgrade in about five years. By moving to Azure Government, the exchange was able to complete its back-end project in less time and for less money than it would have cost to replace legacy equipment, an annual cost avoidance of USD \$650,000.



### Healthcare

Consider new solutions to solve old problems, such as virtual visits to meet with patients in a physically safe environment while improving efficiency and provider accessibility.

[Read CHFT's full story >](#)



From the patient's perspective, virtual visits are unique. They benefit the environment, let us deliver care within the patient's community and help us provide a better service to our patients."

Richard Hill,  
Senior Collaborations Lead for Health Informatics, Calderdale and Huddersfield NHS Foundation Trust (CHFT)

### Manufacturing

Have the data and analytics to be agile and flexible, and adjust to new customer needs, thus improving the customer experience.

[Read Siemens Smart Infrastructure's story >](#)

**Dynamics 365** enables Siemens Smart Infrastructure to react flexibly and quickly to disruptive changes at any time. Excellent customer service and an outstanding customer experience are both key to successfully meeting these challenges.



### Retail

Even in the face of unprecedented disruption, you can engage with customers more meaningfully to create strong, long-lasting relationships.

[Read Ste. Michelle Wine Estates' story >](#)



[With commerce] we now have the tools and insights we need to adapt to the market and roll out new experiences faster and more strategically than we could before."

Miia Suortti,  
Director of Digital Marketing,  
Ste. Michelle Wine Estates