



# Microsoft in Education

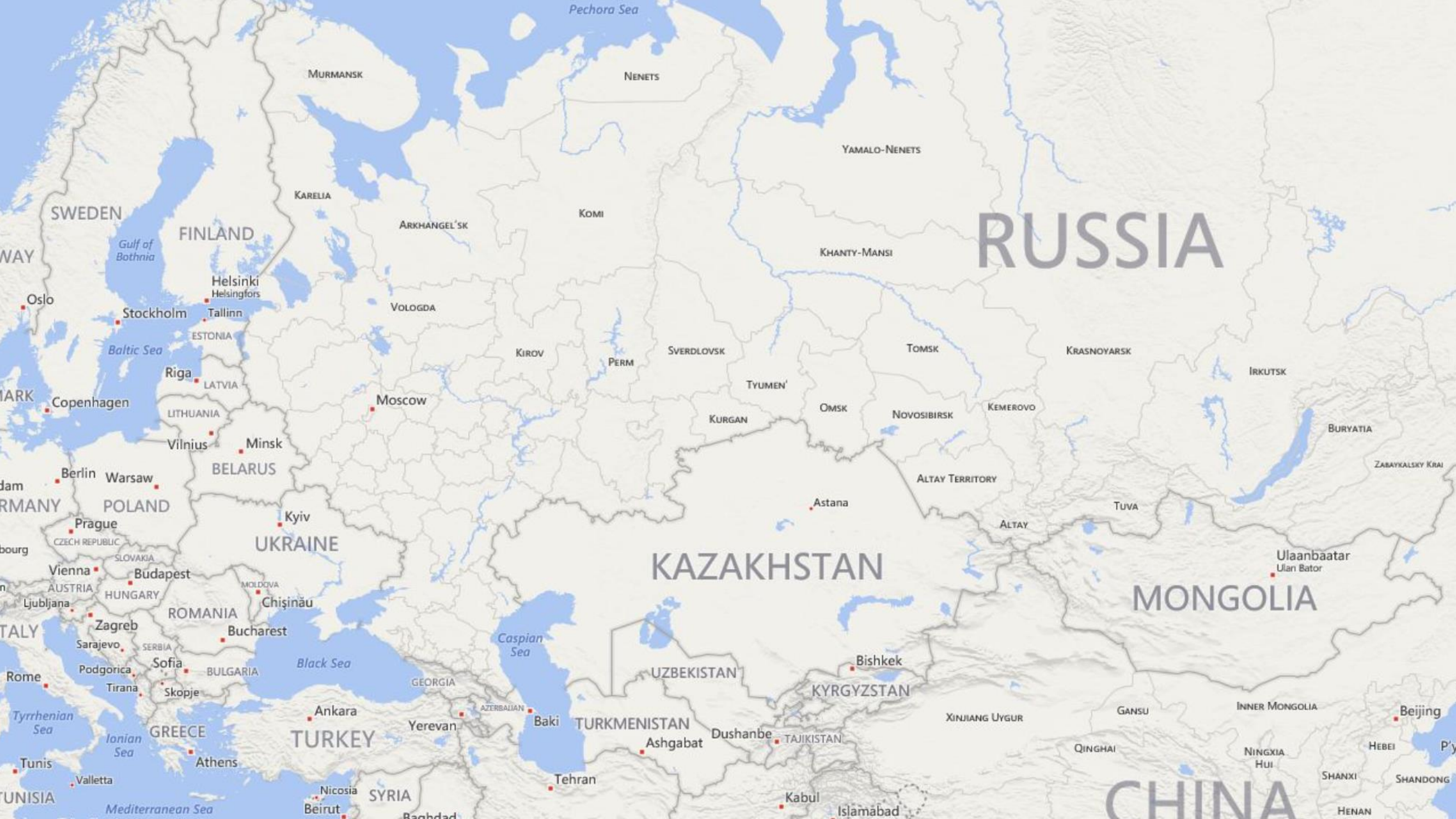
We are partners in learning.

**Christodoulos Papaphotis**

Education Director

Central & Eastern Europe

Microsoft Corp.



Albania

Armenia

Azerbaijan

Belarus

Bosnia and Herzegovina

Bulgaria

Croatia

Cyprus

Czech Republic

Denmark

Estonia

Georgia

Greece

Hungary

Kazakhstan

Kyrgyzstan

Latvia

Lithuania

Macedonia, FYRO

Malta

Moldova

Mongolia

Montenegro

Poland

Romania

Russia

Serbia

Slovakia

Slovenia

Tajikistan

Turkmenistan

Ukraine

Uzbekistan



The goal of education is the advancement of knowledge and the dissemination of truth.

John F. Kennedy





Key trends that are happening across the world in education



# Trends

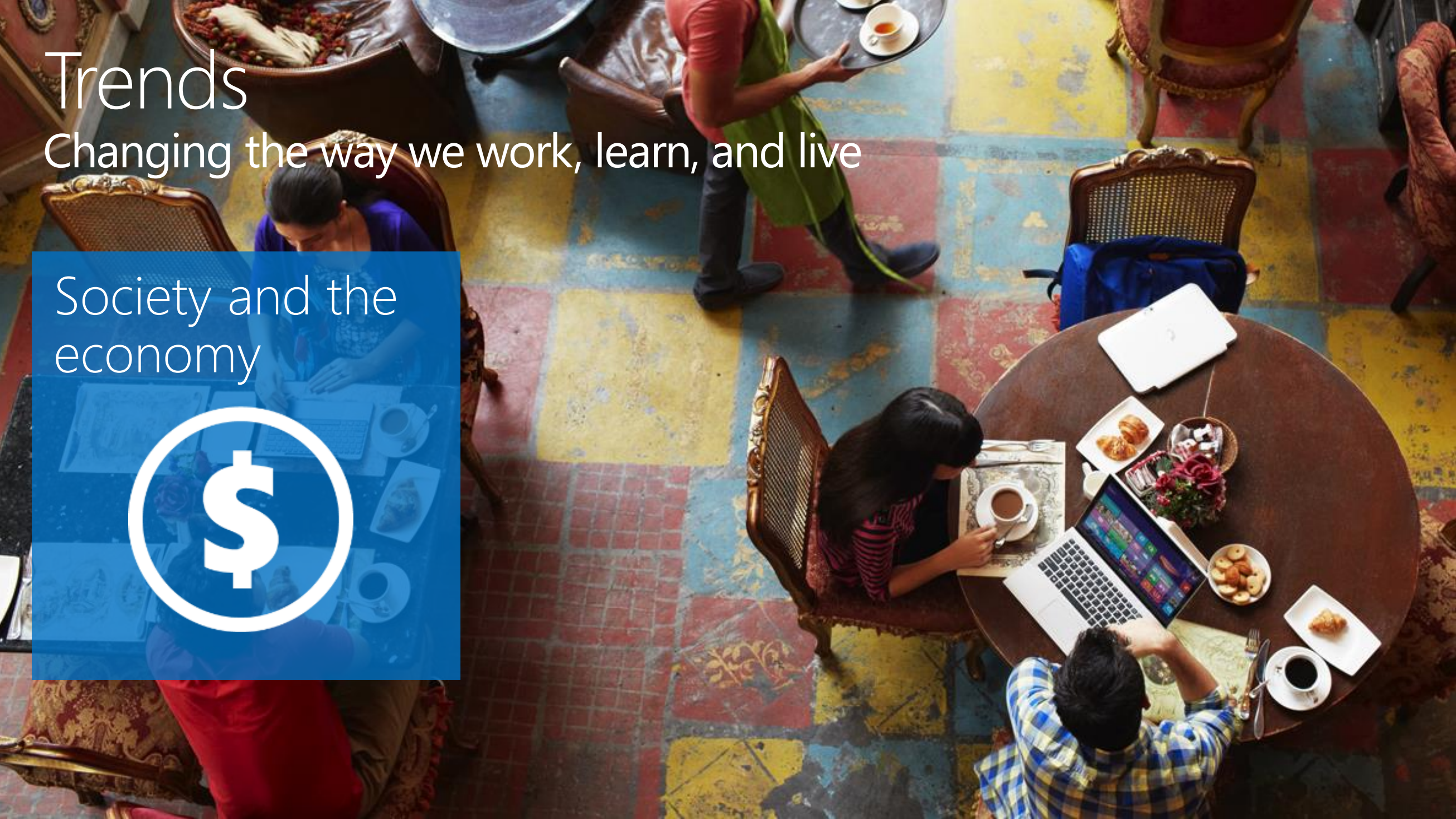
Changing the way we work, learn, and live



# Trends

Changing the way we work, learn, and live

Society and the economy



# Trends

Changing the way we work, learn, and live

Society and the economy



Advances in technology





# Trends

Changing the way we work, learn, and live

Society and the economy



Advances in technology



21<sup>st</sup> Century learning



# Society and the economy

Education offers hope for the future

Economic  
realities



# Society and the economy

The workforce has changed, so has its needs

Economic realities



Shifting workforce



# Society and the economy

Education outcomes are increasingly connected to societal goals

Economic realities



Shifting workforce



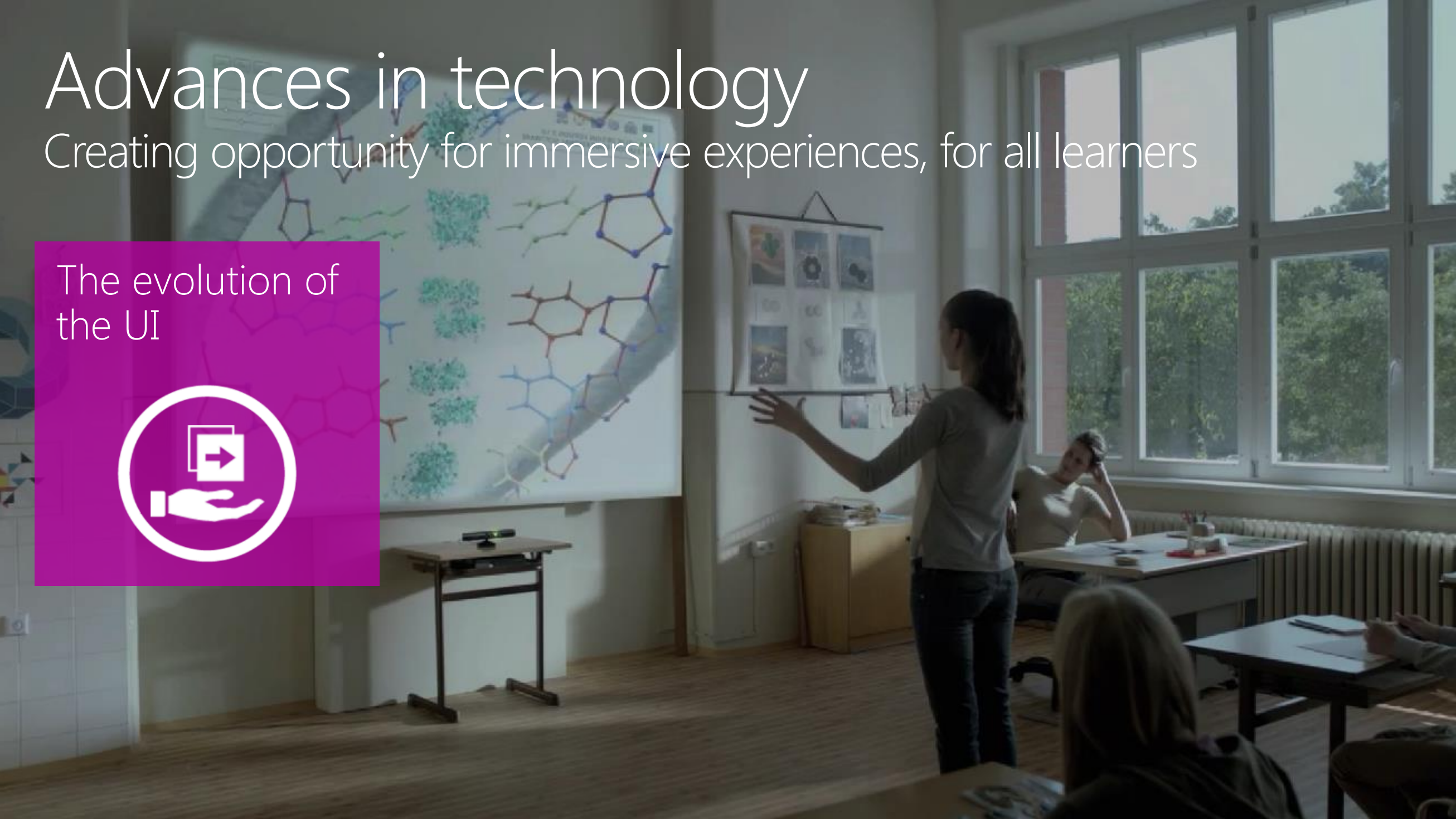
Interconnected outcomes



# Advances in technology

Creating opportunity for immersive experiences, for all learners

The evolution of  
the UI



# The Evolution of UI

# Advances in technology

The role of the device can transform learning opportunities

The evolution of  
the UI



The role of the  
device



# A school day in Thailand



# Advances in technology

Transforming access to information for learners around the world

The evolution of  
the UI



The role of the  
device



The move to  
the cloud



# Advances in technology

Making technology accessible and affordable is critical

The evolution of  
the UI



The role of the  
device



The move to  
the cloud



Universal access



# 21<sup>st</sup> Century Learning

Working towards holistic transformation



# 21<sup>st</sup> Century Learning

Technology-enabled learning inside and out of the classroom

Blending formal  
and informal



# 21<sup>st</sup> Century Learning

Changing the way we think about connecting with content

Blending formal  
and informal



Digital content  
revolution



# 21<sup>st</sup> Century Learning

Preparing students for the future

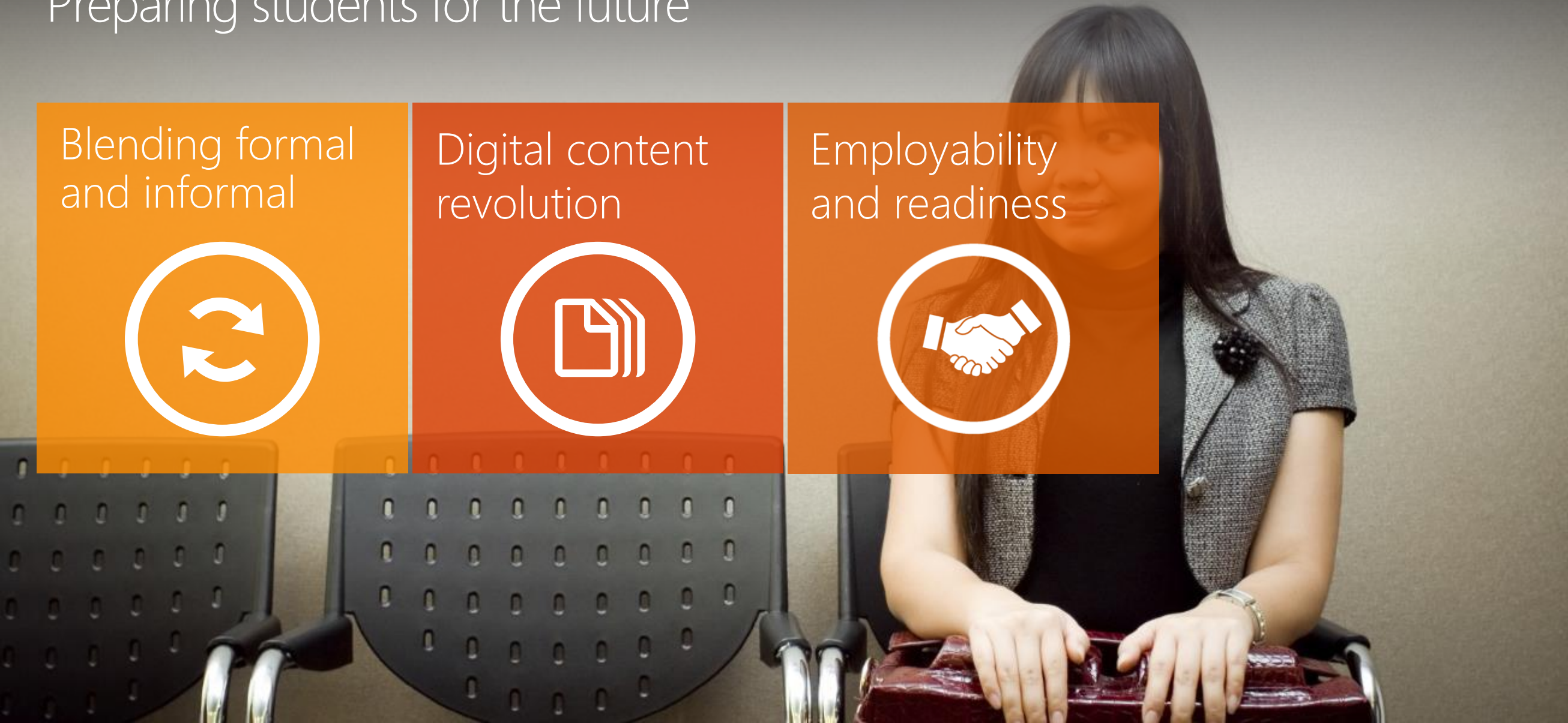
Blending formal  
and informal



Digital content  
revolution



Employability  
and readiness



# 21<sup>st</sup> Century Learning

Personalized learning is at the foundation for everything we do

Blending formal  
and informal



Digital content  
revolution



Employability  
and readiness



Personalized  
learning



# Your priorities

We've listened to education leaders around the world





# Your priorities

We've listened to education leaders around the world

Jobs and  
economic growth



# Your priorities

We've listened to education leaders around the world

Jobs and  
economic growth



Enabling  
innovation



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Jobs and  
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Enabling  
innovation



Transforming  
education



# Your priorities

A deeper look at our research

Ensuring students have the 21st Century skills to be globally competitive

79%

Providing world-class education to support future economic growth

73%

Providing training opportunities that allow people to learn the skills they need to succeed in life

69%





We are partners in learning.





# Our Vision

Anytime, anywhere learning  
for all

# Microsoft in Education

Helping  
Transform  
Education



Supporting  
Educators



Inspiring  
Students



Empowering  
Schools and  
Universities



## Supporting Educators

"So many of us have a great teacher to thank for our achievements. That's why I'm so proud that Microsoft in Education continues to support innovative teachers around the globe."

- Bill Gates, September 2013



### Participation in:

Microsoft's programs

134 participating countries<sup>1</sup>

12 million educators trained<sup>1</sup>

207 million students reached<sup>1</sup>

Microsoft in Education Network

800K members

30% growth every month



Innovative Schools and Innovative Educators

20K schools

250K educators

60 countries



Global Forum

Over 80 countries

from more than 600 educators

## Inspiring Students



Imagine Cup  
1.25 million students have participated<sup>1</sup>

Microsoft is committed to create opportunities for 300 million young people.



DreamSpark

62.5 million downloads<sup>2</sup>

148 countries<sup>2</sup>

## Helping Transform Education



110M students & faculty use Office 365<sup>2</sup>



2 billion minutes used per day



15K+ EDU apps in the Windows 8 store, and growing exponentially



100M Windows licenses have been sold to date<sup>3</sup>

## Empowering Schools & Universities

Teaching & eLearning, IT Efficiency, Analytics & Business Management

24,000 partners supporting a wide array of education solutions





# Helping Transform Education

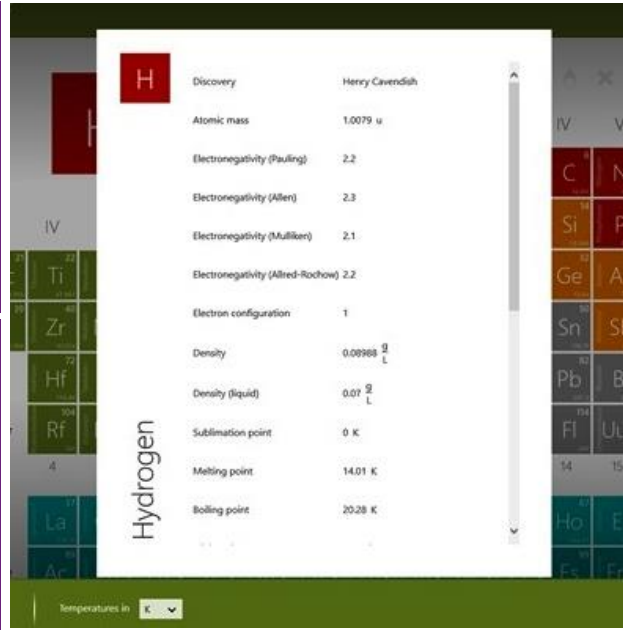
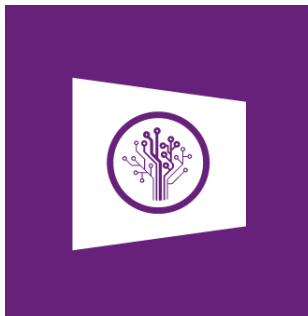
We are delivering services and experiences that bring learning to life in and out of the classroom and allow education leaders to reimagine how technology can modernize learning and improve learning outcomes.

# Helping Transform Education

Devices, Apps for Education, Accessibility, Communication and Collaboration, Search, Access Programs



Kinect and Xbox



Office 365



**Access Programs**  
Microsoft is creating public-private partnerships to put technology access in the hands of students and educators throughout the world. This unique program has helped us provide digital access to 16,000,000 students in over 55 countries.

 **bing**  
Search for Schools



1:1 Programs

A photograph showing a male teacher in a grey sweater leaning over a desk, pointing at a tablet. Two female students in school uniforms are looking at the tablet with interest. The background is a bright pink wall.

# Supporting Educators

We are empowering educators with the training, communities, technologies and experiences they need to succeed and to help every student achieve their greatest potential.

# Supporting Educators

Development Programs, Communities, Forums and Conferences

IT  
Academy



Teacher  
Education  
Initiative



Educator  
Network



## Microsoft in Education

Microsoft has invested in a \$750 million global initiative aimed at improving teaching and learning. Since 2003, we've led the way in partnering with education, helping nearly 11 million educators and reaching more than 207 million students in 139 countries in our first 10 years alone.

## Innovative Teacher Program



## Innovative Schools



## Global Forum

# Inspiring Students

We are providing the technology skills and support programs that can help students get prepared for their next step in life, whether the workforce or advancing their education.



# Inspiring Students

Development Programs, Competitions, Deals and Offers

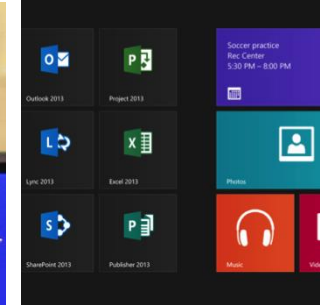
App Development



Creating Opportunity for Youth



Imagine Cup



Deals and Offers

DreamSpark



Student to Business



Digi Girlz

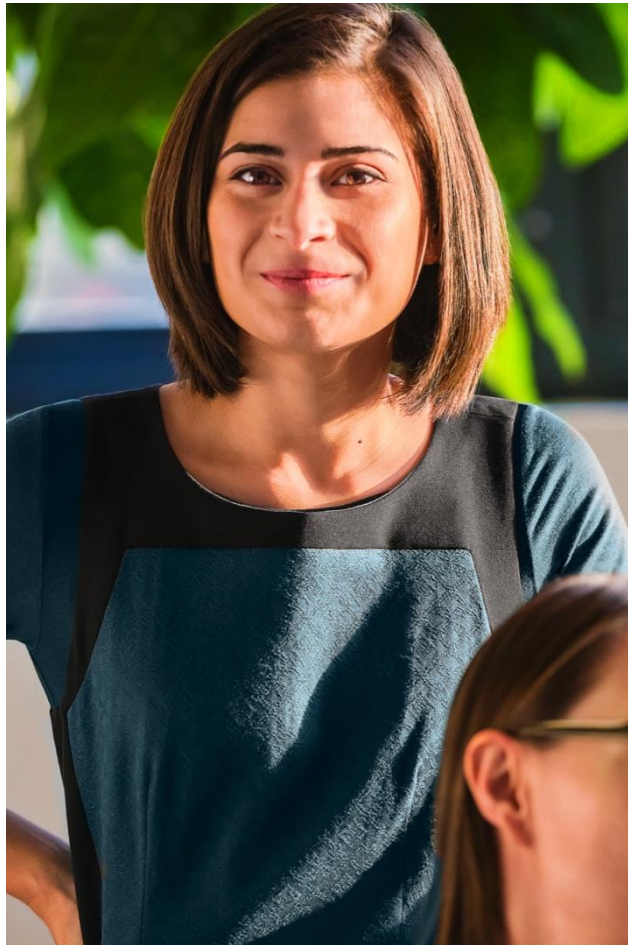


## Empowering Schools and Universities

We help education institutions meet the evolving needs of education infrastructure by offering cost-effective IT products and technologies that help secure and manage the business of education, in the cloud and on premise.

# Empowering Schools and Universities

Ecosystem of Technology Partners, Optimized Infrastructure, Teaching and eLearning, Measurement and Outcomes



Virtualization



Device Management

Education Analytics



Cloud Computing for Education

"What's appealing about Microsoft Dynamics CRM is that we could transform the typical CRM notion of converting a prospect into a sale into the idea of growing a constituent relationship through data-driven outreach."

Ben Geers Director of IT, Brown School



Security Solutions for Education

Institutional Effectiveness for Higher Education



Relationship Management



# 97% of Schools use Microsoft Technology



Source: Edutracker

# Microsoft in Education

We are partners in learning.

Helping transform Education, Inspiring Students, Supporting Educators, Empowering Schools and Universities



Windows



Office 365



Imagine  
Cup



Global  
Forum

Educator  
Network

Cloud  
Computing  
for  
Education

Education  
Analytics



Dream  
Spark

Innovative  
Teacher  
Program

Innovative  
Schools



Thank You

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