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CIO Live Highlights: Chris Capossela, Microsoft CMO

Video Transcript

Andrew: Without further ado, ladies and gentlemen please welcome to the show the Chief Marketing Officer of Microsoft Mr. Chris Capossela.

Chris: Thank you.

Andrew: Microsoft is one of the most, I think, respected brands in the industry certainly one of the most famous. As a company it seems to be in so much transformation in the last 2 or 3 years. How would you characterize Microsoft today?

Andrew: Now, let's talk more about this excitement that Chris has created with Accenture about all of the new public services and hardware capabilities that are coming along.

Brad, as ever you're cringing there because Andrew's got some big ideas. Bring it alive. What are we going to do different with Microsoft technology, and what are we deploying in the next 21 months.

Brad: Well Andrew we are razor-focused on enabling the digital employee. We're really interested in maximizing our employee's productivity.

Brad: Again, it's really about driving new innovations things as current as possible. Again, maximizing our employee productivity.

Andrew: I think it's true to say that we will make sure that the CIO organization, the global team, are one of the first to experience. Because we need your feedback and we need to do this very differently to how we've done it before. Windows 10, Venux Conversions, OneDrive. We've got so much change coming. What does Microsoft think of Accenture?

Chris: Well, I think it's definitely on the rise which is nice. When we look at kind of our brand tracking matrix where I had a much better place than we did 2 years ago.

Andrew: How would characterize the new strategy for Microsoft?

Chris: We are a productivity company and our job is to make every employee, every school kid, every teacher more productive with our tools.

Andrew: What you doing Accenture every day is spend all your day on Skype.

Chris: Yes, I love that. Make video as I've learned.

Andrew: Well, yes exactly.

Chris: You guys don't mess around with this IM audio stuff it's all video.

Andrew: We like to think we are the best credential for your capabilities and services at global scale.

Chris: You are without a doubt. Literally just with the re-brand. We started to see video spike with existing implementations because people naturally think of Skype as a video thing not as an IM or audio thing. Just with the naming change we started to see video usage go up.

Andrew: We will move onto the leading edge of the consumption curve despite our global scale of over 400,000. I think Tom that's going to create some challenges. Where do you think they are, and what do you think we need to do about them?

Tom: I think the biggest challenge is all these new things coming with Windows 10 and Office 365. We are going to change the way our people work. We need to be razor-focused on guiding them through that journey and things are going to come very exciting to us, and things are going to come at a very fast pace. We need to prepare people for it.

Andrew: Brad does that involve Windows 10? What are our plans for that?

Brad: Absolutely. We have our image ready.

Andrew: Good.

Brad: We have a few people on Windows 10 now.

Andrew: When's mine?

Brad: After the show.

Andrew: Okay.

Chris: You guys are sort of the dream organization for us. When you think about 400,000 people whose entire product is their people, right it is the IP that your people bring to your customers every day. We kind of feel like you guys are the canonical example of, if we can empower you to use our tools in new ways. To be more productive. To save time. To get more out of your people. Then that's a real realization of our dream. We love it.

We love the partnership. You guys push us in ways that are uncomfortable, but are always very helpful for us. You show us where we're falling short. You're open to our feedback on things you could do differently. I think the partnership is really, it's one of the best we have. It's why I'm excited to be here and go forward.