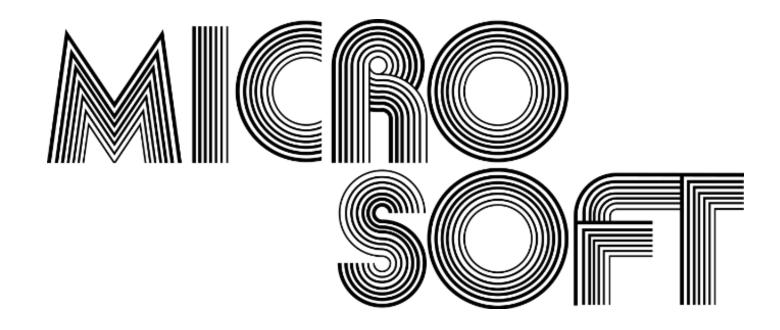


Democratizing Development Low Code – No Code a Microsoft Story

Bram Veenhof Sr. Partner Technology Manager Software Partners – Western Europe bramve@microsoft.com

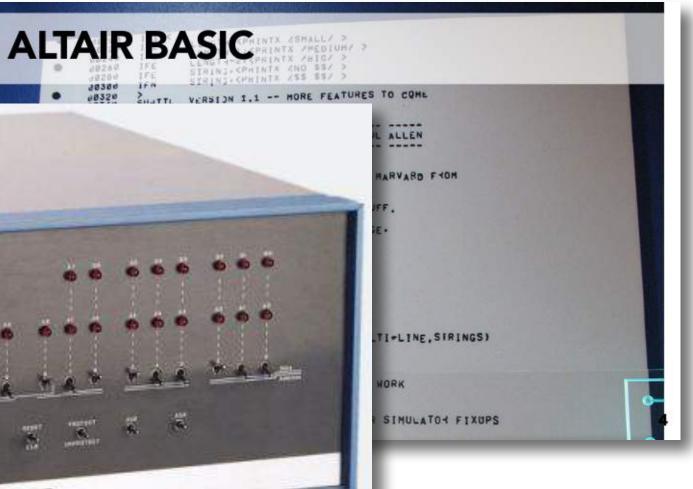






70s Code vs Low Code for the Altair 8080

push ebp ebp, esp MOV ecx, [ebp+arg_0] MOVZX ebo DOD Alasen aleant entry entry ALTAIR 8800 COMPLTER





The most fierce competitor for any business app

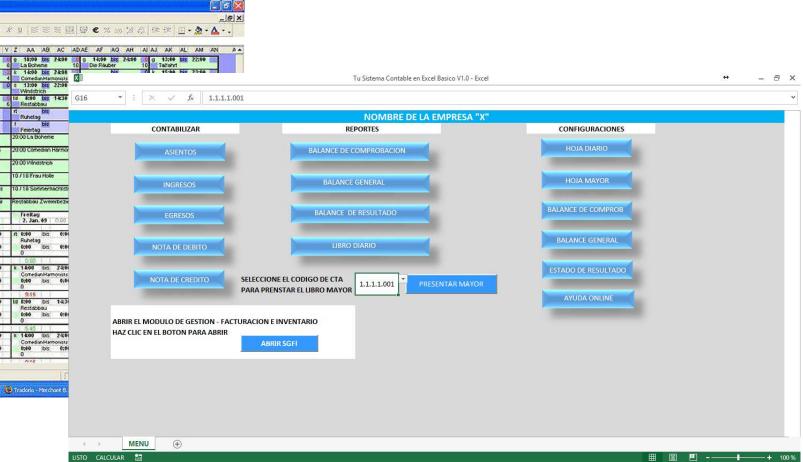


... is any professional with Excel and plenty of time

You can build almost anything in Excel

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Microsoft's mission

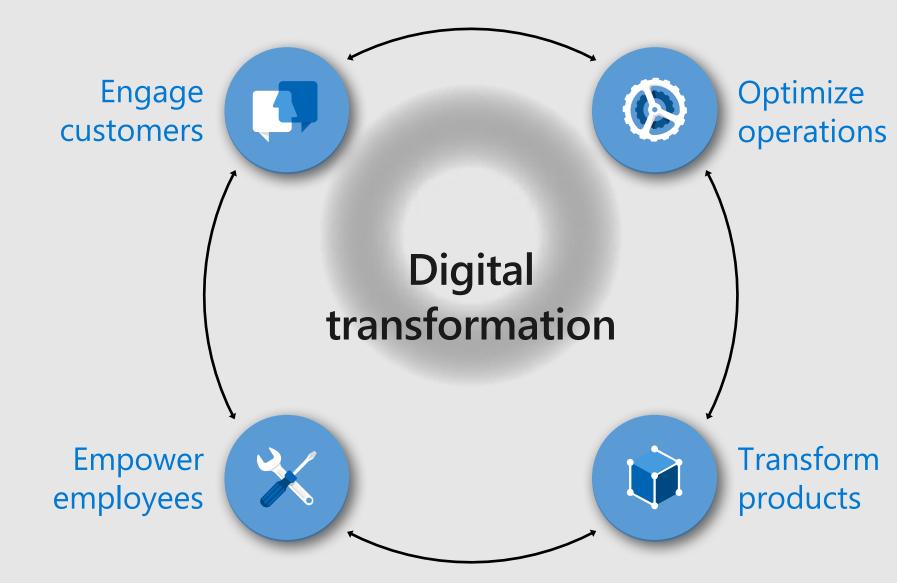
Empower every person and every organization on the planet to achieve more



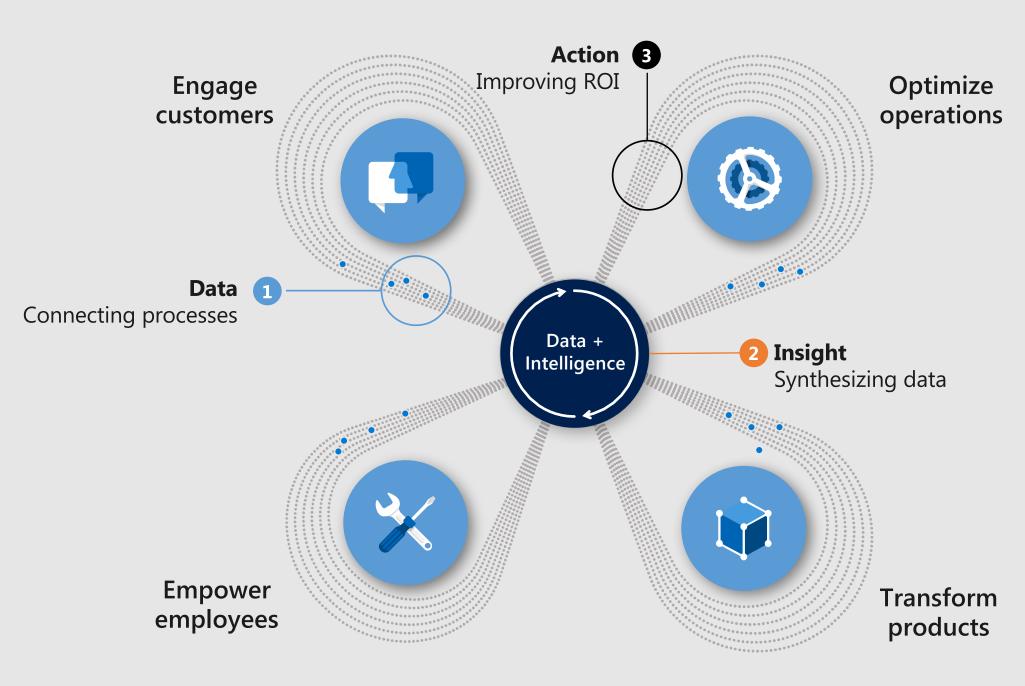








The digital feedback loop



Packaged applications are the fastest way to transform your business: e.g. Marketing, Sales, Service, Talent, Finance and Ops apps in Dynamics 365

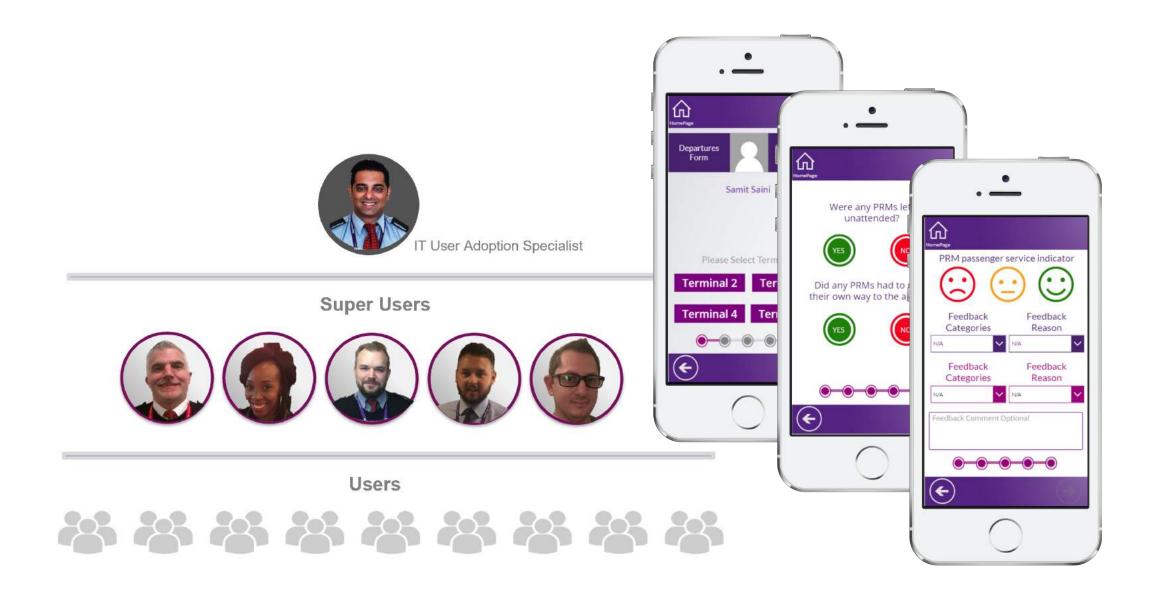
But no application is exactly what you need: every business needs to customize these applications to fit their processes and industry

And sometimes there is no "app for that:" digital transformation depends on creating bespoke applications for the last mile

Heathrow

"If I can do it, you can do it too" – *Samit Saini, 2018*





From security officer to IT User Adoption Specialist, **Samit** has created several apps, and trained a community of super users to build apps at Heathrow airport.

Microsoft's focus to democratizing AI, putting the tools in the hands of every developer, every organization, every public sector organization around the world

Satya Nadella CEO, Microsoft



Microsoft Cognitive Services

Vision

From faces to feelings, allow your apps to understand images and video

Speech

Hear and speak to your users by filtering noise, identifying speakers, and understanding intent

Language

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Process text and learn how to recognize what users want

20

Knowledge

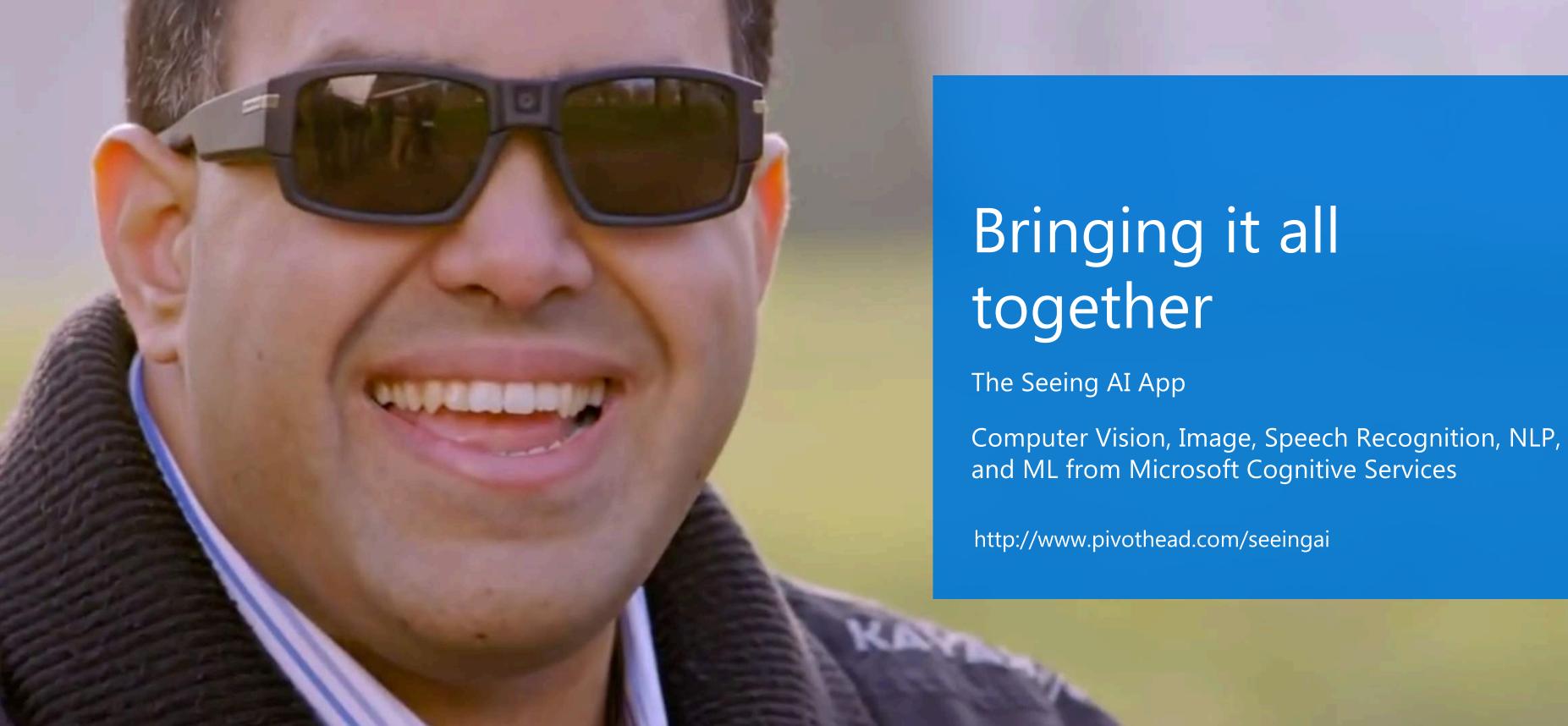
Tap into rich knowledge amassed from the web, academia, or your own data

Search

Access billions of web pages, images, videos, and news with the power of Bing APIs

Labs

An early look at emerging Cognitive Services technologies: discover, try and give feedback on new technologies before general availability





Thank you