



Company Profile

Microsoft South Africa's mission is to empower every person and organisation on the planet to achieve more. The breadth and depth of our mission unlocks unprecedented opportunity as technology transforms every industry and has the power to make a difference in the lives of everyone. Our mission is grounded in both the world in which we live and the future we strive to create and speaks to our worldview which is rooted in the intelligent edge and intelligent cloud. The intelligent edge is the interface between the cloud and the real world. It is the layer of devices we use to access the data in the cloud, speeding up the processing power of the internet of things, helping this new world to react faster to changing conditions, and become more efficient.

In this new world our clients are looking to digitally transform their businesses and to drive empowered experiences for the employees and customers. Microsoft exists to help them realise this through the solutions we build. Our Business applications, Applications and Infrastructure, and Data and Artificial Intelligence (AI) solutions, are designed to help accomplish effective digital transformation, by empowering employees, engaging customers, optimising operations and transforming products. Through gaming, Modern Life, and Modern Workplace we are driving quality engagement to create empowered experiences.

Microsoft is democratizing technology so that every business can truly harness the power of this digital era. We are the leader in Artificial Intelligence, embedding intelligence everywhere, and enabling every individual and organisation to leverage it affordably, efficiently and effectively. The power of this emerging technology presents a huge opportunity, but it also comes with a huge responsibility. At Microsoft our approach is built around trust, inclusion and ethical AI. We work hard to ensure compliance with key privacy enactments, such as GDPR and POPI. In the cybersecurity space we have led cross-industry initiatives, like the Cybersecurity Tech Accord, and have called on governments to do more, through initiatives such as a Digital Geneva Convention. We are also working to ensure we enable every South African to be empowered in the digital era by providing critical digital literacy training, access in remote areas, and supporting NGOs to digitally transform to empower them to have greater social impact in the work that they do.