

## Microsoft in Singapore at a glance

### Microsoft: Building a resilient, digitally inclusive Singapore

Since 1990, Microsoft Singapore has been an ally to both the government and businesses, helping them embrace digital transformation to accelerate growth, resilience and digital inclusion. Singapore remains Microsoft's largest market in Southeast Asia.

Through an industry-led approach across the Microsoft Cloud that is grounded in security and sustainability, we aspire to deliver digital perseverance and help our customers, partners and communities do more with less impact across four strategic priorities:

- Being a strategic and trusted technology leader
- Nurturing a robust ecosystem of public-private sector partnerships
- Closing the gap between skilling and employability
- Empowering communities and social sectors to leverage sustainable digital innovation

For more information on Microsoft in Singapore, please visit the Singapore News Center:

[Singapore News Center – News Center for Microsoft Singapore](#)

### Microsoft Singapore at a glance

- In Singapore for 32 years
- Serving over 30,000 customers and almost 4,000 partners
- 1 Experience Center Asia
- 1 SEA data center region

## Customers

### Sustainability

- [REC Group: \(Renewable Energy Corporation\)](#) is accelerating its provision of clean and affordable solar power for Singapore and the region. With Microsoft, they now have better management of end-to-end processes including manufacturing and can gain deeper insights into their data and construct better solutions for a sustainable future.
- [Sembcorp](#) is working to meet the rising global demand for sustainable renewable energy solutions. Its adoption across the Microsoft Cloud has helped its employees improve productivity and well-being, as they work to build an energy operating system at scale for a green, sustainable future.
- [Sunseap](#) worked with Microsoft Azure to create a data-driven approach to remotely monitor the efficiency levels of its solar assets in real-time and take appropriate actions to optimize operations.

### FSI

- [Standard Chartered Bank \(SCB\)](#) has partnered with Microsoft to be a cloud-first bank as it makes its vision for virtual banking, next-generation payments, open banking, and banking-as-a-service a reality. The Microsoft Cloud has helped SCB transform its digital workplace, meet its datacenter and services needs and address customers' security, privacy, and compliance requirements across the bank's global footprint (84k employees, 60 markets).
- [FSI innovation in Singapore](#) across customer engagement, security, and compliance continues to be led by digital natives like HolyWally, Alpha Fintech, Chainstack, and letsbloom. From creating digital wallets and helping merchants to sell more accurately and quickly online, to building secure blockchain solutions and streamlining security and compliance cloud processes, our partners are building the future of finance on the Microsoft Cloud.

**Public Sector:**

- The [National University of Singapore](#) and the [National University Healthcare System \(NUHS\)](#) are using Microsoft HoloLens 2 to apply mixed reality to teach clinical procedures (cannula and catheter insertion), assess the feasibility of mixed reality in spatial location of brain tumors and study anatomical structures stems as they enhance patient care.
- [SingPost](#) is bringing the future of post to residents as part of its Future of Post strategy. With the Microsoft Cloud, SingPost created an automated mail sorting and distribution process that reduced operational efficiency and errors. Residents can now also receive mail notifications by mobile and conduct retrieval through a smart letterbox system for a better postal experience.
- [Institute of Technical Education \(ITE\)](#) and Microsoft launched its first Datacenter Academy (DCA) in Asia. This partnership signifies a five-year commitment to empower some 300 ITE students with a focus on building applied datacenter skills and preparing them for careers in the digital economy.
- [Nanyang Technological University, Singapore \(NTU Singapore\)](#) is fueling innovation and transforming the future of education with Microsoft's cloud-enabled Smart Campus. With Microsoft 365 and Microsoft Teams Phone, NTU could ensure continuity in a hybrid world by enabling online collaboration and remote work. The transition to Microsoft 365 allowed the university to successfully shift within one week from more than 1,000 in-person lessons weekly to online learning for 30,000 students.

**Telecommunications:**

- **Singtel and Microsoft** have had a long-term partnership as a retailer ([device](#)), reseller ([Operator Connect](#) and [O365](#)) and Microsoft Cloud customer ([carrier billing](#), [IoT](#) and hybrid work) as Singtel shaped its culture and digital transformation journey. With 5G, we've helped Singtel become the [first to launch the Microsoft Azure Edge Zones integrated with its network](#) to deliver multi-access edge computers (MEC) for the enterprise. This, together with their [5G edge compute infrastructure that includes the Microsoft Azure Stack](#), will accelerate the adoption of high throughput, low latency mission-critical applications, metaverse-based real-time simulations and live video analytics.
- **M1**, in its evolution from an operator to a digital services provider used Microsoft Azure to streamline its operations through intelligent processes and automation. M1 is now using Microsoft to innovate and derive new digital revenue models, products, and services for enterprises, which will in turn be able to do the same for their customers, creating a trickle-down effect for digital transformation at scale.

**Manufacturing and supply chain:**

- [Sunningdale](#) worked with Microsoft to digitalize its business and enable seamless collaboration among global employees, creating realistic virtual visits to its smart manufacturing facilities.
- [Inchcape](#) accelerated its digital strategy across 40 global markets with Microsoft to gain insights into its business across areas including car sales, after-sales churn, and the tracking of parts pricing optimization and profit maximization. Their global analytics and business intelligence platform is now the single source of truth for business decision-making and has delivered a 75% improvement in data accessibility, a 12x increase in price update efficiency, and a 2.5 percent increase in conversion in its key markets.

## Initiatives

### Government partnerships

- [Cyber Security Agency of Singapore \(CSA\)](#) Microsoft, as an advocate partner in CSA's SG Cyber Safe Partnership Programme, provided solutions, training and resources to help SMEs address certification requirements for the CSA Cyber Essentials Mark.
- **Monetary Authority of Singapore (MAS)** Microsoft joined the Veritas consortium led by MAS to share best practices and research and support the responsible use of AI in the financial services industry and encourage the adoption of fairness, ethics, accountability, and transparency (FEAT) principles.
- **Ministry for Communications and Information** Microsoft consulted a Singapore-led toolkit launched at Davos this year. Called [AI Verify](#), an AI testing toolkit to help businesses self-assess whether their AI systems promote transparency and can be used responsibly.

### National Skilling and employability

- [#GetReadySG](#) is a partnership with Generation and Digital Industry Singapore (DISG), Infocomm Media Development Authority (IMDA) and SkillsFuture Singapore (SSG) to upskill, place, and fill the demand for tech-enabled jobs for up to 1,000 Singaporeans. To date, over 383 jobseekers have been enrolled, with 100% of participants securing paid internships and 80% finding full-time jobs or paid apprenticeships.
- The [Microsoft Let's Skill Up Programme](#) is a partnership with SSG to empower the SME workforce with future-ready skills and talent for the digital economy. To date, the programme has reached over 300 individuals, 310 SMEs and placed 16 talents in new roles.
- Microsoft, together with [Nanyang Polytechnic](#) and [ITE](#) create AI facilities that would empower SME innovation and AI adoption while building the applicability of AI tools and principles with students in their coursework and curriculum.

### Sustainability

- [First Circular Center in Asia](#) is located in Singapore
- **Singapore datacenters:**
  - Renewable energy agreement with Sunseap Group to bring the use of solar energy to our datacenters in Singapore.
  - Use of NEWater and mechanical cooling for server operations. In 2021, 305 million liters of reclaimed water were used for cooling.
- [Fin Finder](#), Asia's first AI-driven mobile app built in collaboration with Conservation International, Singapore National Parks Board and Microsoft. The app allows inspection officers to quickly identify suspicious shark and ray fin shipments, speeding up the process to combat illegal wildlife trade and preserve our oceans.
- [Microsoft Innovation Center for Sustainability Solutions \(MICSS\)](#) aims to empower sustainability-focused digital natives and start-ups with operations in Singapore. Through initiatives and challenges like the Singapore GreenTech Challenge, MICSS encourages the development of sustainability solutions for businesses that can be operationalized in line with priorities from the Singapore Green Plan.
- [Singapore's Infocomm Media Development Authority \(IMDA\)](#) and Microsoft are collaborating to address climate-related issues and improve sustainability outcomes for digital technologies. This partnership will look to accelerate the global and local development of software applications and solutions to help industries do more with less.

### Community impact

- [National Library Board](#) in Singapore worked with Microsoft to equalize accessibility to library resources through responsible AI-powered technology, such as the Immersive Reader and Seeing AI.
- Microsoft, SPD and SG Enable with support from the Infocomm Media Development Authority (IMDA) launched the [Digital Enablement Programme \(DEP\)](#), which aims to close the gap between skilling and employability for 140 persons with disabilities by 2023
- Innovation for Accessibility:
  - [Sign2Sign](#) from Singapore won the Microsoft 2022 Imagine Cup in the Asia category for their app that helps family members and communities with people who experienced hearing loss, helping them learn the language faster and more effectively to bridge the communication gap.
- Work with IMDA to train seniors in cyber safety.

### Diversity & Inclusion:

- **Singapore chapter of Women at Microsoft** holds regular sessions that advocate for and empower women and employees to be their best selves.
- **DigiGirlz** inspires the next generation with hackathons that use Minecraft Education Edition – over 350 schools reached.
- **Code: Without Barriers from APAC.** In Singapore, over 50 women from pioneer women engineers (they were data scientists before the term even existed) to young developers and marketers working in banks and healthcare, all of whom were united in both passion for innovation and advocacy of women in technology.