



Building Romania as a global Digital Heartbeat

Microsoft Romania Impact Brochure



Microsoft

Building Romania as a global Digital Heartbeat



We are entering a technological era with the potential to power awesome advancements across every sector of our economy and society. As the world's largest software company, this places us at a historic intersection of opportunity and responsibility to the world around us. **Our mission to empower every person and every organization on the planet to achieve more has never been more urgent or more necessary.** As a corporation, our purpose and actions must be aligned with addressing the world's problems, not creating new ones. At our very core, we need to deliver innovation that helps drive broad economic growth.

The opportunity to apply technology to make a real difference for every customer, community, and country has never been greater.

And I truly believe if we continue to live our mission, embrace our responsibility, and grasp that opportunity, there is no limit to what we can achieve for the world in the year ahead and beyond.



Satya Nadella
CEO Microsoft

Microsoft has been in Romania for 26 years and we have witnessed an incredible and continuous transformation. Looking back at our achievements, we are extremely proud to have contributed to the fulfillment of those initiatives that have boosted the continuous growth of the Romanian economy and society. We have come a long way and now we see Romania as a future regional, and even global, digital heartbeat, where people, businesses and communities are empowered to grow and create opportunity through digital innovation. We firmly believe that we are very close to achieving this because there are many competitive advantages that we can rely on: exceptional technological talent, a dynamic ecosystem of startups and an impressive community of software developers.

Innovation and technology are the fuel for future development, and we have committed since the beginning to bring them closer to each and every one of us. We want to become Romania's trusted technological partner and to contribute to the country's digital and sustainable future.

Bogdan Putinica
General Manager Microsoft Romania



Impact at a glance

People and organizations in every industry are increasingly looking to digital technology to overcome today's challenges and emerge stronger. At Microsoft, we believe innovation is less about technology itself, but more about what people can do with it.

Our vision is to bring technology closer to as many people and organizations as possible, no matter where they are, and to support them to achieve more and reach their full potential.

Microsoft's story in Romania begun in 1996, with the company's commitment to contribute to the digital transformation of the country and nurturing valuable partnerships with companies of various sizes on the local market - from agile startups to multinational companies, from organizations within the education ecosystem to NGOs.

Now, 26 years later, there are around 2.000 people working for Microsoft, in the 3 office hubs from Bucharest, Iasi and Timisoara, and we have a network of 2.300 business partners across the country. Each day, we transform Romania for the better, by accelerating digitalization and actively supporting innovation in privat, public and academic sectors. And we do this by focusing on our interconnected pillars.



Enabling economic growth

- Microsoft made significant investments in partnerships with the education system, with various public institutions and non-governmental organizations to run skilling and reskilling projects and programs
- Leveraging the Global Skilling Initiative and local programs, Microsoft engaged with 150,000+ learners
- With CTRL+N program, a national reskilling initiative supported by Microsoft, 25,000 Romanians will start a new professional path until the end of 2025
- 100 schools in the country have started a digitization process through Microsoft Partner School program
- 2,097 Romanians registered to EOS Digital Academy, a platform for learning, certification and employment implemented in partnership with Microsoft Romania

Building a world around startups and IT community

- In 2021, startups from CEE were evaluated at \$65 billions and 60% of this amount was represented by start-ups from Romania
- FintechOS, the global leader in high-productivity fintech infrastructure for the banking, insurance, and retail industries, has become in 2022 an accredited fintech for PwC and Microsoft's state-of-the-art digital banking solution, designed to empower financial institutions to innovate, adapt, and modernise.
- By 2022, hundreds of startups accelerated their businesses, having Microsoft Romania as the main technology partner through programs as Innovation Labs and InnovX

Empowering communities in building lasting systemic change

- 600,000 Ukrainian refugees provided with humanitarian aid by the DSU taskforce, a project completed in record time by Microsoft Romania for the National Emergency Directorate (DSU)
- At the beginning of the pandemic, Microsoft and Regina Maria Healthcare Network implemented in 10 days Virtual Clinic, the first project of its kind in Romania
- Microsoft Romania financed the "Alt Viitor" (ALT+V) program with \$ 1m to support specific digital skills trainings, especially through programming, for 11,000 students

Creating a sustainable and safer future

- SecurifAI – a Romanian startup – and Microsoft Romania developed a solution to optimize and operate a vast network of petroleum pipelines more efficient, avoiding the risk of natural disasters or accidents
- An air quality monitoring solution - the SmartAir City system, developed on the Microsoft Azure platform, is used by local municipalities to improve the quality of life of the inhabitants
- Microsoft has assumed a role as an educator of the cybersecurity market in Romania, running training programs with partners from the public and private sectors in the last year, which have allowed more than 800 specialists to increase their level of resilience.

Enabling (inclusive) economic growth

There is no more powerful input than digital technology to drive economic growth. With the help of our vibrant partners ecosystem and cooperation with private, public and academic sectors we drive local economic growth, also committing to create a more inclusive, sustainable, and trusted future.

Microsoft Romania is constantly investing to help individuals, organizations, and communities to access pathways to growth through technology and innovation, skilling and reskilling programs, digital education and strategic partnerships.



Microsoft brings Innovation to Romania

The Microsoft partner ecosystem has been, and continues to be, at the center of how Microsoft delivers technology, services and cloud-to-edge solutions that enable business transformation for customers across Romania. Now we're experiencing an intense period of change. The pandemic and its impact continue, and the geopolitical uncertainty affect us all. Supply chain disruption, rising inflation and the energy crisis have domino effects for every country.

But Romania is progressing fast on its digital transformation journey. More than 3 out of 4 of Romanian businesses are looking to accelerate cloud and technology adoption. Digitalization is the key to becoming more resilient, productive and competitive, and Microsoft will continue to help its partners to reinvent their business models and to unlock more value using fewer resources, less energy, less investments.



Leveraging the power of cloud – CEC Bank success story

Cloud technology is the key to accelerating digitalization, whether we are talking about the public, private, academic sectors. CEC Bank, the financial institution with the longest history in Romania, is a success story when we think about the opportunities that technology can offer to public sector organizations.

Following an extensive modernization process, CEC Bank grew at an accelerated pace, reaching a market share of 7.9% at the end of 2021 and having over 1000 branches across the country. Aware of what digital transformation means for a company, CEC Bank has taken a new step into the future, choosing Microsoft Azure to streamline its business operations, infrastructure and communication. CEC Bank thus shifted from an infrastructure that relied almost exclusively on paper operations to the cloud, and Microsoft was the bank's partner on this journey.

"We were joined by a partner who supported us significantly to open up the world of the cloud to us. New Business Dimensions, a Microsoft partner, helped us implement a solid infrastructure based on Azure, but also security services for a new digital platform dedicated to SMEs. The platform dedicated to individuals has also been moved to Azure. Attracting new customers is 100% digital, and the time for launching new products on the market is faster"

Eduard Biscianu

Director of the Directorate of Information Security and It&C Infrastructure Management CEC Bank

More resilience by moving to Azure

Microsoft Azure was the perfect choice for Bartrom, a provider of mechanical devices and related services to businesses across Romania, after a series of unpredictable power outages that stopped its on-premises enterprise resource planning (ERP) system from running for days.

Thanks to Azure, Bartrom integrated its website with SAP, giving customers quicker access to prices, stock, and orders in real time. Integration with Microsoft 365 via Exchange Online also makes it easy to email accurate quotes to customers rapidly.

"We'd already decided to implement SAP Business One as our new ERP system. So, we started to look for the safest, most flexible environment to deploy it. Thanks to moving to the Azure cloud, we now benefit from highly secure gateways for remote access. The launch-time is 80 percent faster than it would have been for a new local server. And information is transmitted 70 percent faster thanks to the increased virtual machines capability. We've saved time and money spent on internal IT maintenance and gained in scalability."

Lucian Bagherea

CEO Bartrom

Data loss prevention with cloud solution

Banca Transilvania, the largest bank in Romania, has improved its data loss prevention process, making it easier for employees to share essential business information, and making GDPR processes more efficient by turning to Microsoft Information Protection technology.

The bank had been using an on-premises solution which couldn't really cope with the large amount of files used, and needed a innovative solution to process data as efficiently as possible. With Microsoft Information Protection, a cloud-based solution, Banca Transilvania could better classify, and optionally, protect all of their documents and emails.

"The benefits are very clear in terms of document classification, but overall, through the use of Microsoft technology, we are seeing improved security, increased protection of customer privacy, and were able to achieve GDPR compliance quicker."

Andrei Vilcan

Head of Information Security at Banca Transilvania

AFIR does more for farmers with AI

The Rural Investments Financing Agency (AFIR) is the main government agency supporting Romanian farmers and companies to access grants and an average of 2 billion euros yearly of European Union (EU) funding for rural development projects. It is the government agency with the highest absorption rate of EU funds.

AFIR started using artificial intelligence (AI) powered by Microsoft Azure to increase the accuracy of spending and financing forecasts, since this optimization would both help its users and boost its own operational efficiency. Now, AFIR uses AI technology to enhance forecasting and has reduced time for fund approval from months to days; farmers can apply from home, see at what stage it is and be certain the money comes when they need it.

"The use of an AI-based payment prediction mechanism offers us many improvements, especially around more accurate forecasting. When doing this manually, there used to be a high number of errors that can impact the report accuracy, and AI-driven prediction removes these risks. The spending and financing requirements forecast accuracy has gone up to 80 percent across 25,000 projects for efficient grants funding management."

Adrian Ionut Chesnoiu

General Manager AFIR



**Azure customers
in Romania:**



UNIVERSITATEA
BABEȘ-BOLYAI

Ensure access to digital skills

We must ensure every person has access to the digital skills and opportunity to succeed in this changing world. This includes helping people build skills for the jobs of the future, increasing access to digital education, and closing the cybersecurity skills gap. According to Digital Futures Index, a Microsoft research carried out in 16 European countries, including Romania, countries where people have better digital skills and use technology and digital services are more productive, more competitive and greener.

With over 200,000 developers, Romania ranks 2nd in the CEE in terms of the number of IT professionals. The IT industry generates 20,000 new jobs per year, while 10,000 STEM students graduate each year. It is estimated that over 650,000 technical / IT jobs will be created in Romania by the year 2025, therefore talent cultivation is essential.

On the other hand, according to DESI, only 10% of the Romanian population has digital skills, thus the country is in last place in the EU. To bridge the digital skills gap in Romania and to increase the number of IT specialists in the country, Microsoft has made significant investments in partnerships and programs with various business associations (ANIS, AmCham), NGOs (EOS, Code for Romania), academic institutions (top STEM universities) and the Romanian government, to offer qualification, retraining and improvement programs.



Global Skilling & Reskilling Program

25m 

In response to the economic crisis caused by the COVID-19 pandemic, Microsoft launched in June 2020 the Global Skilling Initiative, meant to support 25 million people worldwide in developing and/or enhancing their digital competencies, reskill and obtain a new job.

10m 

During the first 3 months since the launch of this program, it had been accessed by 10 million people, with Romania being the 2nd country in the CEE (+150.000 learners).

National Reskilling Program CTRL+N - A better future

25k 

Bittnet Training, the Microsoft's main learning partner in Romania, launched the CTRL+N program, a national reskilling initiative aimed to help 25,000 Romanians to start a new professional path within five years (until the end of 2025) in the IT field. The retraining courses have been developed taking into account the skills needed for the 28 most sought-after jobs in the IT industry, in areas such as software development, hardware administration, cloud, project management and

Bittnet and the project partners also provided scholarships. After receiving a diploma, the trainees are recommended for employment opportunities.

Learners from the CTRL+N program are now working for companies such as Fan Courier or CGI Romania.

Microsoft Virtual Training Days

5k 

5000 of Romanians participated in technical trainings covering in detail a large number of practical scenarios and technologies (from Azure Cloud to Dynamics and Power Platform).



CTRL+N experiences

"The IT market in Romania faces a massive shortage of professionals. If we look at 2022, we can see a shortage of over 20,000 specialists. We can contribute to solving this problem by developing IT education projects, IT training and reconversion programs that provide the community with the skills necessary for the jobs on the market. CTRL+N is a complex retraining program built on the basis of the most sought-after roles in the IT industry. It includes learning paths for future jobs, in areas such as: Software, Hardware, Data, Cloud, Security, Project Management or Design. But this kind of programs also need the support from companies open to offer entry-level roles to graduates. In order to really achieve digital education in Romania, it is necessary for all the parts to be involved,"

Florentina Bob

Project Manager CTRL+N

"I was a student and had done programming in high school, so I thought of returning to this field. I decided to look for IT courses. I mostly wanted it to be self-paced, I didn't want it to be with a teacher, and I found the CTRL+N ones. I signed up for .NET/C# Developer. The course lasted about 3 months, that was my pace. I liked it a lot because I was able to take care of the degree in the field I was studying back then, but also do this at the same time. The course was very useful for me when I got a job because it gave me a strong base and I was able to get a job in the IT department of FanCourier."

Adrian Ciuca

Former participant in the CTRL+N program



Preparing for the future

Strategic Partnership for Education & Skilling

People need access to technology and digital skills to pursue the in-demand roles of today and tomorrow. Learning models and methods are constantly evolving towards digitization, and today's students need to prepare for the future - this is a reality that began to contour at the end of the last decade and was accelerated by the pandemic.

Through the partnerships with NGOs (EOS, Code for Romania) and top STEM universities, we want to ensure the future generations of educators and learners have access to technology and skills training. In Romania, the digitization of the education system will continue with a long-term plan that would maximize the effect for the generations that will come.



Microsoft & EOS Romania partnership

Microsoft Romania and EOS Foundation have started, years ago, a solid partnership aiming to contribute, together with the country's educational institutions, to solving these challenges. Many programs and projects aiming to improve and consolidate digital skills, both among students and Romanian teachers, as well as updating teaching methods, so that Romania would have a human resources pool aligned with the labor market trends.



Intended for teachers, the **Microsoft Certified Educator** program aims to support teachers in improving themselves digitally and integrating digital teaching methods in their work. The program was officially recognized by the Ministry of Education, and equated to 15 professional credits, and from November 2020 until now, more than 1,422 teachers have obtained Microsoft Certified Educator accreditation, the number of those enrolling increasing continuously.



Microsoft Partner School is a program that aims to form a national ecosystem of at least 100 partner schools, which use Office 365 and the solutions developed by the company for education. This effort is intended to facilitate the digital transformation in schools in Romania.



Implemented during 2020, in partnership with 11 universities in Romania, the **Cloud Employability Accelerator** program helps students gain technical skills and certifications which improve their job prospects. They attend Azure Cloud, Office 365, Power Platform and Dynamics courses, obtaining Microsoft technical certifications.



EOS Digital Academy is a project that aims to address the major changes on the local labor market, given the fact that our present digital skills will be valid for no longer than 5 years, on average, and companies that have implemented cloud technologies have determined a 35%

Microsoft & Ascendia partnership

Digitalization is no longer an option in the educational process, but a necessity. The teaching methods and the entire learning process can be customized depending on the needs of each student and a mix between traditional and digital education will ensure a complex training for the future workforce. This will also ensure continuity and a greater efficiency, especially when facing sudden changes in the entire economy and society.



Through a strong 8 years partnership, Microsoft Romania and Ascendia, Romanian e-learning company, have succeeded to develop solutions and platforms that help young generations and employees acquire new digital skills or strengthen the ones they already have, in order to stay competitive and productive in the future digital economy.



Ascendia has developed various solutions that were integrated in the educational system in Romania. Using resources from Microsoft Azure as well as artificial intelligence and machine learning algorithms, platforms like Livresq, Timlogo and CoffeeLMS help people in their learning or professional conversion processes, while also help business and academic users to develop and distribute educational content used for training target audiences.



Ascendia is recognized locally for the online platform LIVRESQ that is creating educational content in digital format.

ANIS Grants

In a technology-driven world, everyone should have the opportunity to develop their digital competencies, in order to be prepared for the digital economy. One of the main objectives of the solid partnership that Microsoft Romania and ANIS - Employers' Association of the Software and Services Industry - started a few years ago is to encourage Romanian teachers to integrate innovative teaching methods and technology courses at their classes and enabling digital education, in order to raise the number of IT specialists in Romania.



The "ANIS Grants" program aims to achieve a partnership between industry and academia to support young teachers in integrating new technologies and teaching methods into the university curriculums. With national coverage and grants for each selected project, ANIS Grants are addressing both university lecturers and assistants.



Every year, Microsoft Romania is one of the main partners of the program, rewarding the creative work and dedication of the teachers. The company is actively engaged in supporting the Romanian education to become more and more efficient, while ensuring that students have a strong base for their future careers.



**Create opportunities
through partnerships**



Microsoft Partner School Program

100 

100 schools have already started a digitization process.

500 

500 teachers obtaining the Microsoft Certified Educator status at the end of this program (in June 2021).

Microsoft Certified Educator Program

+13k



Over 13,000 people (including 4,760 teachers and approximately 6,000 pupils and students) took part in the programs of this partnership.

+2k



More than 2,000 individuals (both students and teachers) have achieved Microsoft certifications.

Cloud Employability Accelerator program

808



808 users registered, accessing and completing a total of 1,870 courses.

EOS Digital

3k



In 2021, the platform for learning, certification and employment facilitated the access of 3,000 Romanian citizens who wanted a “digital professional reconversion” to extremely useful resources created by Microsoft and LinkedIn, in order to develop their digital skills.

+2097



By 2022, the total number of registered persons has surpassed 2,097.

Imagine Cup 2022

5



Focusing on diversity, inclusion and accessibility and combining Software Engineering, Machine Learning, Artificial Intelligence and Microsoft Azure platform, 5 students from Babes-Bolyai University and Technical University of Cluj-Napoca created the Manuscripto application to help kids with learning disabilities to learn how to write, as it is one of the first skills that kids have to achieve.

Microsoft & Ascendia partnership

+32k



More than 33.200 de creators from 6380+ organizations, institutions and companies use Livresq in order to build educational content that they can then use with their pupils, students or even employees (during the training processes).

The project was selected to compete in the Microsoft Imagine Cup world finals.



Microsoft Learn for Educators

We work closely with the Romanian university environment to provide teachers and students with access to the latest technical courses. Microsoft Learn for Educators is Microsoft's program for the academic environment through which we provide the universities with course materials for the latest technologies, from cloud infrastructure to Data & AI, "train-the-trainer" courses for teachers, access to cloud laboratories for practical sessions, certification vouchers for the student.

Now, 4 Universities in Romania - Danubius University of Galati, University of Medicine and Pharmacy of Targu Mures, Ovidius University of Constanta, Technical University of Cluj Napoca - are enrolled and active in Microsoft Learn for Educators and we are working with many other higher education institutions to include them in the program.

+8k 

In 2021, over 8,000 students benefited from Microsoft technical courses.





Microsoft Learn Student Ambassador Romania



An annual program that recognizes and highlights some of the most talented students for the way they get involved and for the results obtained in Microsoft academic programs.



The program is centered on access to technology and use, innovation and exchange of experience between aca

Microsoft empowers education

43%



of graduates studied STEM subjects, compared to the EU average of 30%

9%



of the general population is at a higher level of digital skills, according to Eurostat data from 2021

4



Romanian universities are active in the Microsoft Learn for Students and Educators program

1422



Romanian teachers have obtained Microsoft Certified Educator accreditation

Strategic partner for digital transformation in Public Sector

Skilling is the foundation for our Romanian Digital Heartbeat vision and a key enabler for digital transformation in Public Sector. Our research Digital Futures Index shows that digitization correlates to economic & societal outcomes that matter to every person, business, and community, that is higher productivity & averages salaries, greater sustainability and lower air pollution, better innovation performance ratings and more patents.

We believe that public sector itself is an innovation catalyst. Countries that have high levels of digitized public services see higher innovation and productivity. But innovation needs a connected ecosystem and a holistic approach by decision makers and private sector to intentionally cultivate it, encompassing business, the digital sector, digital infrastructure, start-ups, talent and the public sector itself.



The ease at which new digital frontline services for citizens can be developed and delivered – based on a modern policy & regulatory landscape – is closely tied with overall innovation levels. Romania has the underlaying premises to leverage RRF (European Union Recovery and Resilience Facility) Funds, latest Cloud innovations and best-practices from other EU countries to accelerate Public Sector Digitalization.



Romania has a unique opportunity to accelerate digital transformation in Public Sector fueled by EU RRF Funds, with 6 billion USD dedicated for digital transformation in Public Sector over the next 5 years.



Doubling down on its advantages, Romania can leverage local assets (200,000+ IT Professionals and its thriving IT Services industry as one of the strongest IT verticals in the region) to drive accelerated digitalization in Public Sector and truly make a ripple effect for the economy, for the society and for each one of us.

Digital skills are highly in-demand

28%



of Romanians have digital skills (vs 54% EU average)

90%



of professional roles require a basic level of digital knowledge, in Europe

20k



shortage of IT specialists in today's labour market in Romania

250k



digitally skilled workers are projected to be needed in the Romanian economy by 2025

Skilling as a foundational enabler for digital transformation in Public Sector

Adoption of the cloud, artificial intelligence and other advanced technologies is the key to building solutions that will stay relevant for a long time, but technology alone is not enough. We need the adequately skilled people and expertise to transform technology into relevant applications and solutions. One of the key barriers to digital transformation is lack of technical skills.

In spring 2022, Microsoft engaged to act as support to Romanian Government in building the required skills to accelerate EU RRF digitalization projects. The foundation for public sector digitalization in Romania is the Government Cloud - the place where all the applications, solutions and data will be developed, stored, and operated.

Therefore, Microsoft designed a custom skilling program to build a set of skills that we considered critical for the Romanian Government specialists in this phase – infrastructure design and requirements. Our main goal was to build skills that will allow Romanian Government to design and operate a modern datacenter infrastructure, in a secure environment leveraging the latest technical innovations.

The Government Skilling programs were designed to address critical needs:



Design Government Cloud leveraging latest technologies on a hybrid scenario



Build the architectures for various Digitalization projects



Everything with a Security-first strategy

The skilling program includes learning paths that include fundamentals and advanced trainings for 5 key specializations: Hybrid Infrastructure Solution Architects, Network Engineers, Hybrid Infrastructure Administrators, Database Administrators, Security Administrators.

We managed to train close to 1,000 people over a 6-month time frame. Together with Bittnet, one of our local learning partners, we delivered 50+ training sessions for 30+ government entities, rolling out a skilling program that brings us one step closer to digitize public services



30 

key Government entities

+1000 

learners with 97% attendance rate

+50 

training sessions covering fundamentals and advanced topics

\$500k 

Microsoft investment

500 

people with advanced Azure/Security Skills



Build a world around startups and innovation community

Startups and software developers can be the digital engine that the economy needs to recover, to become more resilient and to continue its growing.

Microsoft Romania has been deploying its own program dedicated to startups – Microsoft For Startups Founders Hub – and strategic partnerships with organizations and NGOs in order to support startups and IT community to enable their full potential towards transforming Romania into a regional digital heartbeat.

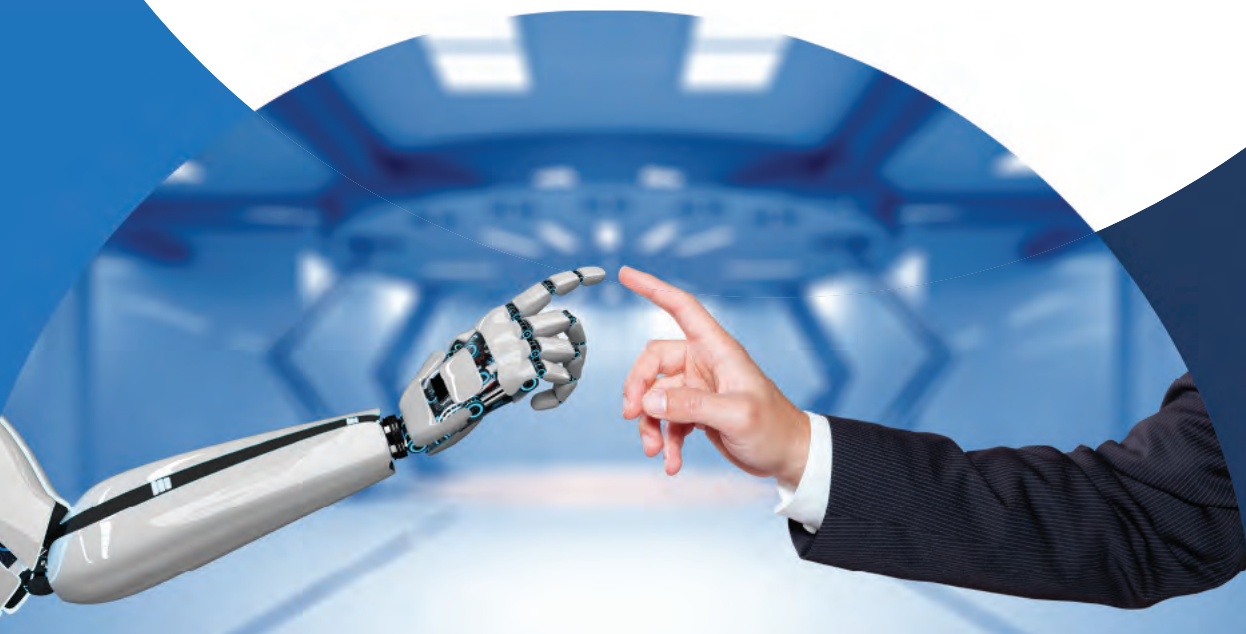


Helping startups to accelerate their transformation

In the past few years, Central and Eastern Europe has been reinforcing its reputation as a centre of innovation and many startups originated from this region are now among the most important companies worldwide. In the past 5 years alone, more than 10 unicorns have sprung out of CEE, with a combined value of €30 billions. In 2019, for example, we saw more than €1.5 billion worth of venture capital invested in the region.

Romania has a vibrant start-ups ecosystem and many of them are now present on the global markets, being evaluated at billions of dollars. Studies show that the start-ups from CEE were evaluated at \$65 billions and 60% of this amount was represented by start-ups from Romania. Moreover, in the first 6 months of 2021, the investments in the Romanian startups reached almost \$100 millions, a double figure compared to the same period of time from 2020. However, if we further look at global startups that have also Romanian founders, we see that the value of investments that were made in these companies reached almost \$1 billion (in the first 6 months of 2021).

But to be successful, startups need more than just a brilliant idea, they need resources – from capital and investments, to the right skills, mentors, networking opportunities and access to global markets and customers (especially in CEE). Thus, taking into consideration the startups potential, the benefits they could bring to economy, but also the challenges these companies are facing, Microsoft is actively engaged in supporting their grow, enabling startups to develop strong business plans that would help them scale on the international markets.





Microsoft for Startups Founders Hub

This program comes in response to the needs and challenges faced by the startups worldwide, not only in Romania. Although startups are agile and innovative, they need financial resources, digital infrastructure, business knowledge and access to market in order to become more competitive and develop stronger strategies in order to be able to develop in a sustainable manner and bring economic progress.

Microsoft for Startups Founders Hub aims to empower startups and businesses to develop and grow, enabling digitization and transforming Romania into a regional digital center, while supporting local entrepreneurs and companies in defining and building the future of a digital, resilient and sustainable economy.

During the past 10 years, Microsoft supported more than 130.000 startups, globally, to develop and become successful companies. Microsoft Romania is helping the startups ecosystem to grow in a sustainable way on the local market as well as on the global markets. With Azure, startups enrolled in the program have access to the same technologies that their business customers rely on and trust and can scale at their own pace while managing apps with any platform of their choice.

Microsoft for Startups Founders Hub Success stories

UiPath, now a unicorn company leading the global market in RPA (Robotic Process Automation), began his journey through Microsoft's startup programs

Powered by the Microsoft for Startups Program, **FintechOS**, one of the next unicorns companies in the local IT market, built its financial services offering solutions to help banks, financial institutions, and insurers digitalize their operations and provide hyper-personalized customer experiences.



The solutions developed by FintechOS help Romanian and international banks and insurance companies to accelerate their digital transformation processes while enabling them to reduce the time necessary for launching new products on the market to just a few weeks. It was named "The Fintech Startup of the Year in Europe" .



FintechOS has a presence in more than 20 global markets, including USA, and plans to grow a worldwide team of 500 employees until the end of this year, after registering a year-to-year growth of 200% in 2020; last year, it was among the companies with the fastest development in the region, with a growth rate of 715% (according to the Deloitte Technology Fast 50 ranking).



So far, 9 of the top 10 banks in Romania use the FintechOS solution for digitization. Globally, more than 40 financial institutions work with FintechOS, including Erste Bank, Societe Generale, Scotiabank, Howden Group Holdings, Vienna Insurance Group.

FintechOS experiences

"When we launched FintechOS in 2017, we could already see existing solutions to digital transformation would struggle to deliver tangible results. By contrast, our unique approach has quickly inspired a sea-change in how financial institutions address digitization and engage with their customers. Events over the last year have only increased pressure on our industry to evolve and as a result we're seeing growing demand for our powerful platforms. Our business strategy help us grow at the pace needed to improve outcomes for financial institutions and their customers globally."

Teodor Blidarus

Co-founder and CEO FintechOS

"Not only is our technology helping financial institutions become customer centric, but it's also helping them provide products and services to more people and businesses. With so many markets still underserved, the ability to tailor offerings to a segment of one offers the opportunity to increase financial inclusion and adheres to our ideal that easy access to financial services is essential. We're delighted to be working with investors who share our views on how fintech should be transforming the financial services industry."

Sergiu Negut

CFO & COO at FintechOS

```
modifier_mod.use_y = False }
modifier_mod.use_z = True }
groups.active = modifier_ob
/* export the groupinfo to a user-space array */
/* export the groupinfo to a user-space array */
EXPORTSYMBOL(groupsFree);
EXPORTSYMBOL(groupsFree);
/* export the groupinfo to a user-space array */
/* export the groupinfo to a user-space array */
const struct group_info *group_info
static inline groups_touser(gid_t_user *grouplist,
{
const struct group_info *group_info
int i;
{
unsigned int count = groupinfo->ngroups;
int i;
= groupinfo->ngroups;
```

Microsoft for Startups Founders Hub

Success stories

Agricloud is a Romanian startup that developed a smart agriculture solution – using drones and sensors placed at the soil level, the solution collects data about the crops that are afterwards stored and analysed in the cloud, using AI algorithms.



Using the solution provided by Agricloud, the farmers can better monitor and manage their crops, since they can plan their work on the field.



Agricloud is present in 7 countries across Europe and more than 100 farms are using the solution developed by this company.

Xvision was part in the Microsoft for Startups Founders Hub. The startup developed an innovative solution that uses AI and analyses the medical X-rays in order to help the doctors to make faster and more precise clinical diagnosis. Won the 2018 edition of Innovation Labs in Romania.

Footprints for Retail, a company that operates one of the most advanced Retail Media platforms in the world, benefited from the advantages offered by Microsoft for Startups. Currently, Footprints For Retail is the only Romanian company included in Microsoft Pegasus, a global program that includes 12 organizations that Microsoft is betting will reshape the business and operating mode of classic commerce.



Recently, Footprints for Retail announced that it is starting a first round of financing, aiming to attract an investment of 500,000 euros, at a pre-money valuation of 5 million euros.



The Romanian company has already attracted investment funds worth 275,000 euros, from 8 investors, and is pursuing, in parallel, a partnership with an investment fund active on the venture capital market.



Globally, the Retail Media market is estimated to reach 50 billion dollars in revenue at the end of 2022, increasing by more than 30% compared to last year.

Modex is one of the leading blockchain companies in Romania. Accepted into the Microsoft for Startups program in 2020, Modex received direct access to the latest Microsoft technologies, resources and consultants, enabling it to accelerate its go-to-market strategy and work with the Microsoft team to address the needs customers. At the end of that year, Modex was able to publish a tradable offering in the Microsoft Azure marketplace to launch and deploy a blockchain-based infrastructure in seconds.



Ensure access to technology and infrastructure

“Made in Romania” BVB’s program, powered by Microsoft

Companies and entrepreneurs in Romania have a huge potential for innovation, demonstrated by the digital transformation we have been witnessing for several years, a process accelerated by the pandemic period. Without a doubt, the ability to develop new ideas and transform them into high-performance products and services is a condition for remaining competitive in a world where digitization has become a priority.

Romania has a strong entrepreneurial base, and Microsoft has set out to support its development, one of the company’s goals being the transformation of the country into a regional digital center, where people, companies, the economy and communities can prosper thanks to investments in digital infrastructure.

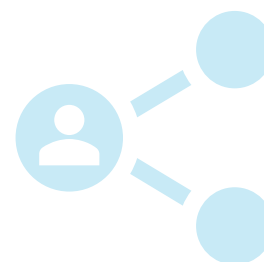
Innovation Labs & InnovX

To amplify the efforts made to empower young talents and entrepreneurs to develop, Microsoft Romania has also been involved in various programs and partnerships with business accelerators, such as Innovation Labs and InnovX. Through these partnerships, the beneficiaries of the two accelerators can grow their ideas into strong companies and scaling them both, on the local and international market, while positioning Microsoft as the main partner to enable early-stage startups.



In 2017, Bucharest Stock Exchange (BVB) launched a new fully digital platform to empower and connect programs with businesses, investors, and consultants. Called “Made in Romania”, the platform is developed built on Azure and is meant to create a proper framework for local businesses to scale and enter international markets, through knowledge sharing and mentoring sessions.

Over 1,000 entrepreneurial businesses enrolled in the program, since the beginning, part of them being mentored by Microsoft experts.



Innovation Labs

Innovation Labs is the main university-based tech start-up accelerator program in Romania – enabling a network that fosters innovation, collaboration and digital transformation. Innovation Labs aims at accelerating Romania's digital economy, supporting the startup ecosystem and driving education in universities considering the development of advanced digital competencies.



As main technology partner, Microsoft helps young talents get a product from idea to MVP on a 12-month journey of learning and mentoring.



During the 10 editions, organized so far, there were over 450 supported teams, over 150 mentors (from Microsoft Romania, but not only) and teams from 16 universities in 8 cities in Romania.



For the 2022 edition, 15 specialists from Microsoft assumed the role of mentors and offered participants support in the development of their projects, in the form of training sessions held over 5 months and totaling over 500 hours of mentoring.

InnovX

InnovX is a business accelerator that empowers innovators, backed by investors and industry experts, allowing them to flourish by harnessing their skillsets in a radical new work space.



The program allows startups to transform an idea to a product that has market validation in less than 3 months.



By 2022, 110 companies accelerated their businesses, having Microsoft Romania as the main technology partner.

\$500m

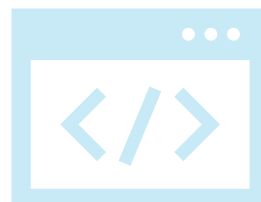
Microsoft investments to provide startups all around the world with free access to Microsoft Azure and GitHub Enterprise Cloud resources.

\$67m

Total investments in Romanian startups in the first 6 months of 2022, some of which were part of the Innovation Labs program.

\$281m

FintechOS valuation.



Empower communities in building lasting systemic change

Technology's contribution to transformation of business and society has been amazing over the past several decades, creating new approaches to many long-standing challenges.

Many organisations and individuals have used technology to tackle the consequences of the pandemic, from increasing efficiency of response to rethinking service delivery. This process will continue to enable transformation, as businesses gradually shift from response to renewal; from recovery to reinvention. This shift requires both human ingenuity and skills to unlock the potential of what technology can continue to deliver in the future.



Using technology to improve patient care

Microsoft & Regina Maria Private Healthcare Network

Microsoft is committed to work across sectors with businesses, governments, NGOs, and change-makers to foster partnerships and solutions that will have lasting impact in solving society's greatest challenges.

Throughout the pandemic, Microsoft technology played an important role in responding to health crises, advancing research, and improving access to care for Romanians. With the onset of the COVID-19 pandemic and lockdown measures in place, Regina Maria Healthcare Network had to cope with the drastic decline in face-to-face medical appointments and ensure its continuity of medical services for patients and subscribers during the period of isolation.



The Virtual Clinic project

Regina Maria Healthcare Network is Romania's leading provider of private healthcare services with over 7,500 employees, 45 of its own clinics, and an extensive partner network of over 300 other institutions.

Even before the pandemic, the healthcare network was an integrated and responsive organization using a combination of key Microsoft Dynamics 365 for Sales, Teams, and chatbot technologies.



The European Nursing Academy one-of-a-kind skilling program

More than 10,000 medical professionals work abroad and the local healthcare system suffers from qualified personnel shortage. Working in the healthcare system can become appealing for the young generation through high-tech skilling, so new technologies embedded into the preparation of future healthcare professionals are crucial for attracting wider interest in the profession and a new category of young people to pursue a career as a nurse in Romania.

In March 2020, Microsoft and Regia Maria developed and launched, in a record time of 10 days, the first Virtual Clinic platform for online consultations. The new service was meant to enable patients access to medical services (consultations) from their homes in order to comply with state of emergency rules and minimize risks of infection.

A key objective was to empower Regina Maria Healthcare Network to deliver the best possible care and ensure medical services continuity to patients while allowing them to remain in the safety of their own homes, reducing need for travel and risk of infections.

The solution uses also Microsoft Teams, to offer a seamless virtual experience for both patients and doctors – patients can book a medical appointment online, which is confirmed by an email containing a Teams Meeting calendar invitation; at the appointed time, both doctors and patients join the Teams meeting for a real-time video consultation in a highly secure environment, with just one click.

Virtual Clinic was the first project of its kind in Romania. The short time-to-market and positive impact on the healthcare provider's business and society are the key differentiators: providing the right solutions to the right customers at the right time, in very complex and unusual circumstances.

With Microsoft support, the project was transformed into a best practice that is replicated across the healthcare industry in Romania, but also world-wide.

Through CAICP Pillar and Philanthropy, Microsoft Romania have facilitated the acquisition of an ultra-modern Apollo Adult Patient simulator bringing medical practice closer to reality.

The practice of students on a state-of-the-art Apollo manikin patient simulator promotes learning through one of the most realistic combinations of high-fidelity features, creating a deeper, more immersive and true-to-life patient encounter experience.

Central to the program was also our mixed reality solution, HoloLens 2, empowering our partner to reimagine how medical care is taught through digitally-created healthcare scenarios, inspiring students to visualize in a new dimension, aiding in the retention of information and better understanding of the human body's complex systems. Microsoft HoloLens 2 for Augmented Reality and Azure AI combines native 3D images with medical data in context to provide an immersive and collaborative experience for the teaching of healthcare professionals.

So, complementary to the European Nursing Academy curricula and medical facilities, Microsoft has embedded technology within the trainings to enable modern skilling. Placing in use the Apollo adult patient simulator boasts a wide range of powerful features to deliver the ultimate in realistic simulation-based healthcare training.

As the leading technology provider, Microsoft Romania is embedding technological solutions into the medical curriculum, enabling skilling through technology with AI and AR (HoloLens 2).



Supporting NGOs to enabling digital skills among Romanian youth

“Alt Viitor” project

Education is a constant preoccupation for Microsoft worldwide. From digital literacy to advanced computing, digital skills are often inaccessible to young people who need it the most. In a technology-driven world, all young people should have the opportunity to develop their creative, problem-solving skills, as well as their critical thinking.

Around 93% of today’ s jobs require at least a minimum level of digital skills – and the importance of these skills in future job markets will increase. And all these skills are developed by learning computer science.

“Alt Viitor” - Today’s education for tomorrow’s world



As Romania face a particular situation: more people are online, but digital skills level remain among the lowest in the EU (according to DESI), Microsoft launched the “Alt Viitor” (ALT+V) program. The project is a commitment to future generations and a medium and long-term partnership that begun with a two-year program and set the foundations for continuous progress.



In 2017, 200 NGOs took the challenge launched by Microsoft along with ARC (Association for Community Relations) for projects in the field of education.



In June 2018, Microsoft Romania launched the “Alt Viitor” program to support specific digital skills trainings, especially through programming, for 11,000 students, always keeping a focus on less privileged areas.



Microsoft's \$1 million funded program was developed and carried out over a period of two years by a consortium of nonprofit organizations from Romania consisting of: CoderDojo Bucharest & Scoala de Valori (School of Values), E-Civis Association, Step by Step Centre for Education and Professional Development, and EOS Foundation.

Using technology to improve patient care

500 

doctors in virtual clinic for 30,000 patients
(March - December 2021)

36 

medical areas covered

+50k 

consultations made in the first 2 months
since launch

30% 

engagement across Europe (from
Romanians living abroad)

25k 

monthly consultations on the platform
(February 2022)


4.5k 

future nurses trained within the next five
years through the The European Nursing
Academy skilling program developed by
Microsoft and Regina Maria Healthcare
Network

Enabling digital skills among Romanian youth

5 

projects developed as part of the "Alt
Viitor" program: Coder Dojo Tech
Academy, RoboHub (E-Civis Packet
Robots), New Kids of the Code (NKOTC),
Informatica365, Everyone Digital,
Minecraft for Education

160k 

Children helped by Alt Viitor project

4.5k 

teachers across Romania were trained to
ensure a lasting impact

Humanitarian aid for Ukraine & refugees

Microsoft Romania & Habitat for Humanity

Microsoft Romania has the mission to help people, societies, and economies to grow and achieve more through the solutions created and developed constantly. In response to the conflict in Ukraine, we acted firmly and quickly to mobilize global resources to offer support to Ukrainian employees, clients and partners alike.

Microsoft has been supporting Habitat for Humanity Romania Association to provide emergency shelters to the refugees and to help reduce human suffering and increase community stability.

Renovate a centre for Ukrainian refugees in Bucharest



In October 2022, we joined Habitat for Humanity Romania team to give the opportunity to 25 Microsoft employees to help renovate a building in Pipera, that will be used as a centre for Ukrainian refugees.



Edmond Center is the biggest and most complex project from Habitat for Humanity's "A safe shelter away from home" program, consisting in refurbishing and converting the 3 top floors of a former office building into a dormitory and social hub for Ukrainian refugees, while also taking actions to improve the energy efficiency of the building and the residents' comfort conditions.



A very important role in speeding up the works was played by the 25 volunteers from Microsoft who spent a whole day at the marathon of assembling furniture on the 1st and 2nd floors of the building and removing the carpet from the top floor.

Supporting #unitedforukraine initiative

Microsoft Philanthropies joined the #unitedforukraine initiative, by donating 120.000 USD to Habitat for Humanity Romania. The 2 teams joined efforts and helped people stabilize their lives during these hard times. Together tried to alleviate the shelter burden of Ukrainian refugees by supporting the Association' s actions at the borders of Siret and Isaccea and in Bucharest, at the North Railway Station.

Actions that Habitat for Humanity Romania team managed to take and where our humble contribution helped:

- 120 electric heating installations and 8 A/C units provided in the mobile camps located at two of the main borders – Siret and Isaccea;
- over 1.100 Ukrainian individuals helped to find a safe shelter away from home, in hotel rooms and other certified accommodation units, for short-term;
- 35 Ukrainians helped to find mid-term shelter, for more than 15 days;
- aproximately 2.000 emergency kits that contain a power bank with a multi-functional cable (for both Apple & Android) and a backpack distributed.

Microsoft also supports the plans that the Association has for medium and long term, regarding this crisis:

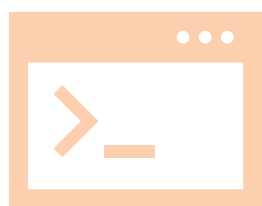
- Apartment rental interventions in host cities (partnership with real estate agencies);
- Easing rent and implement cash programs for displaced Ukrainians;
- Identifying long term shelter accommodation for the refugees who applied for political asylum;
- Repurposing empty spaces to create a decent shelter for refugees, in the medium and long-term;
- Affordable and decent housing local program developed by Habitat for Humanity Romania in different areas of the country.



Helping Ukrainian teachers and students continue learning

On October 2022, we joined forces with World Vision International (WVI) in Romania to set up 2000 learning devices on Operating System to enable educators and learners to continue their education within the Ukrainian education system.

Our regional and local Philanthropies teamed up to rapidly mobilize 30 Microsoft volunteers to a facility in Ilfov county to assist with the installation of the operating system. In just 3 days, our volunteering colleagues committed to completing the task of configuring 600 to 700 laptops a day - finalizing the endeavor successfully with a total of 2000 laptops ready to be dispatched to Ukrainian teachers!



Support to Code4Romania

We continue to offer support to Code4Romania in operating Dopomoha (<https://dopomoha.ro/ro>), a support platform for Ukrainian people arriving to Romania and through the donations submitted through the Microsoft Giving Portal (<https://oneeurope.benevity.org/campaigns/688>).

Teams Translation for UA refugees

Provide live remote translation support via Teams for incoming refugees to overcome language barrier and accelerate their path to accommodation.

Connect Microsoft CSS UA/RU speaking support engineers and 3rd party volunteers with refugees & local volunteers (& authorities) on-site at the border crossing.

Deploy translation kiosks at border crossings, hooked up to a toll-free phone number to facilitate the process.

Assist with live translation to relay logistics information about transportation, accommodation and any other relevant topics.

We already have in-place a working PoC infrastructure that enables the functionalities described above.



Humanitarian aid for Ukraine & refugees

Microsoft Romania & DSU

Supporting the National Emergency Directorate (DSU) to connect with NGO and Volunteers in a coordinated campaign

DSU created a task force in response to the Ukrainian humanitarian crisis that included over 300 representatives from DSU, other governmental bodies, embassies and NGOs. This generated the need for a platform that can help coordinate the entire force. The goal of the taskforce was to find the best solutions to provide humanitarian aid for refugees affected by the war in Ukraine, crossing the Romanian border.

As time was of the essence and good collaboration between teams is always critical, DSU and Microsoft worked together to setup and deploy a collaboration platform using Microsoft Teams.



Microsoft provided technology and volunteers that help the task force through the adoption process and the platform became the main tool to coordinate humanitarian aid efforts.

The whole project (deployment, documentation and user training) was completed in record time: within a 5 days period, Microsoft Romania managed to set up the M365 tenant and team structure, deliver trainings and migrate 300 users resulting in a very fast mobilization from the taskforce and an immediate response to the Ukrainian crisis.

Communication and collaboration allowed DSU taskforce to provide fast assistance for the refugees. The refugees received the assistance they needed (shelter, food, medical, transportation etc.) at the right time, significantly faster than before.



Supporting the National Emergency Directorate (DSU)

"I cannot begin to say how important was your involvement to deploy, on our request, a professional collaboration tool for State Department for Emergency Situations, Prime Minister Group, and civil society, to help us coordinate the response taskforce to Ukrainian humanitarian crisis. Thank you, on behalf of DSU and our partners, for the help and support that Microsoft provided in our effort to deploy and configure Microsoft Teams, for providing training and guidance everything at a high level of professionalism. Thank you for the prompt support that you provide to the moderator team / teams owners. All the best!"

Mihai Lupu

Advisor to the Secretary of State, Department of Emergency Situations

30k



Ukrainian people enter Romania daily, in the first weeks of the conflict

5



days to setup the M365 tenant and team structure; to deliver trainings and documentation for participants; to migrate 300 people from WhatsApp to Microsoft Teams

+400



people collaborating efficiently in real-time to deliver first-line help

500



Office 365 E3 seats requested by Microsoft Romania for trial

600k



refugees provided with Humanitarian aid by the DSU taskforce

Empowering communities

Give Campaign & Philanthropies

Microsoft has a mission to make an impact in the local communities and be a force for good. Given the pandemic and the changes it brought all of a sudden in our lives and health, Microsoft Romania have been strongly involved in helping those in need.

In 2021, the company donated 10,000 \$ to **Act For Tomorrow NGO** and provided laptops to the Public Health Authorities in partnership with Kaufland Romania. This helped to have a better response for citizens regarding the COVID crisis and centralize all the information.

Microsoft continued to support the educational system being involved in several projects:



Digital School 2020 - An initiative of the business community, with guidance from the Education and Research Ministry, to conduct a pilot-project that will help digitalize a rural school.



School in a Suitcase - Together with the Vodafone Foundation and company' s partner, Logicnet, Microsoft Romania offered trainings to NGO WorldVision Romania teachers.



Practice for The Romanian American University - Together with their colleagues from CSS, Microsoft Romania trained the students from RAU in acquiring the fundamentals of our products and services.

**Give Campaign
in Romania**

277



Number of donors, up from
98 at the beginning of year

500



volunteering hours, up from
36 hours

\$47.595



the total sum donated

Create a sustainable and safer future

We believe that by focusing on all the ways we can drive change, we can make an outsized impact. Our technologies understand people and their contexts and anticipate what will come next.

Today, sustainability and cybersecurity are two of the most important topics on the worldwide agenda and Microsoft is building a new sustainability vision and strategy through a series of industry-leading commitments to be a carbon negative, water positive, zero waste company by 2030.

As a global leader in cybersecurity, Microsoft prioritizes its support for all organizations in accelerating efforts to integrate cybersecurity into their strategies through cloud technology that offers flexibility, scalability, and resilience.



Comitting to a Sustainable Future

Partnership with SecurifAI

Digital Futures Index report showed that more digitally advanced nations are greener, richer, more innovative and more competitive. We must ensure that economic growth does not come at the expense of our planet. Addressing climate change requires swift, collective action and technical innovation. We' re continuing our pursuit of our own ambitious commitments and helping others achieve their climate goals, aided by technology.



Romania has a vast network of petroleum pipelines – 5.000 kilometers – and operating them in a safe, yet efficient, manner might be challenging.



To optimize and operate the petroleum pipelines more efficient, while avoiding the risk of natural disasters or accidents, SecurifAI – a Romanian startup founded in 2016 –

and Microsoft Romania developed a solution meant to enable video-inspections of the petroleum pipelines and automated alerts.



Using drones and cameras that send images and information they collect straight to cloud, in Microsoft Azure, the sollution further analyses the data, using an AI algorithm, in order to detect any risk or anomaly.



The video inspection of these pipelines has been substantially simplified, while incidents (of any kind) are automatically detected. This solution alerts the intervention teams and thus the pollution is reduced and the losses registered by the companies too.



Digital technology and innovation for cleaner air

Digital transformation is a process that spreads throughout the economy and society, and more and more local public administrations understand that they cannot develop and be competitive in the absence of digitization. At the same time, the concept of "Smart City" is gaining more and more shape in Romania, the number of local administrations that decide to implement digital solutions to become more efficient, more prosperous, more sustainable, therefore, smarter



The City Hall of Slanic Moldova started on the path of digitization and implemented, at the end of 2020, an air quality monitoring solution - the SmartAir City system, developed on the Microsoft Azure platform.



Using cloud resources, SmartAir City measures the level of air pollution in the places where it is implemented and constantly monitors its quality.



In addition, the municipality has permanent access to a map of the most polluted areas in the locality and can act to improve the air quality in those areas. In this way, the citizens of Slanic Moldova breathe cleaner air, which has contributed to increasing the quality of life.



Microsoft's global commitment to sustainable future

"Having the right, supportive policies and regulations in place that make it easy to set up and run digital platforms to deliver services to citizens is very strongly associated with how well a country rates on environmental management. There are many strategic directions and tactical engagements that may be pursued based on trends and on local & regional requirements and dynamics, but however, one key direction stands out as prevalent and common: investing in designing & digitizing government services, including shaping and architecting the resilient cloud infrastructure to enable them. It is the key for efficient, fast and strategically aligned outcomes. At Microsoft we are not only tracking the conversations regarding sustainability, but also engaging in them, by developing continuously new digital tools and assisting our customers in making their own operations and infrastructures more sustainable."

Bogdan Putinica

General Manager Microsoft Romania

Carbon negative



Reduce and remove carbon emissions, and use renewable energy to reach carbon negative by 2030

Planetary Computer



Build a global environmental network tool to monitor, model and manage the world's ecosystems and protect more land than Microsoft uses

Water positive



Become water positive in our direct operations by 2030

Zero waste



Across Microsoft's direct business by 2030

Benefits of Microsoft cloud relative to traditional data centres

93%

Microsoft cloud is up to 93% more energy-efficient relative to traditional data centres



98%

This results in up to 98% reduction in carbon emissions

Microsoft Cloud for Sustainability - Launched to help organizations record, report, and reduce their environmental impact

Earning Trust and Advancing Cybersecurity

Security is a key enabler of technological success. Innovation and enhanced productivity can only be achieved by introducing security measures that make organizations as resilient as possible against modern attacks.

Cybersecurity is one of the pillars of our business, both from the perspective of the advantages that Microsoft solutions offer to companies that choose to create strong security strategies, and from the perspective of the workforce in this field. The transition to hybrid work, the emergence of intelligent supply chains, the development of IoT or the conflict in Ukraine are some of the changes that have generated new security risks and redefined the landscape of cyber threats.



Only 39.5% of Romanian companies have a complete IT security strategy, which includes responsibilities, risk tolerance, instructions, while in Romania, in the last year, ransomware and malware attacks represented 47% of security threats, the percentage being higher than in Poland (28%), Hungary (35%), the Czech Republic (39.5%) or Greece (39%).



Additional employee training (57%) and increased IT technologies (28.5%) are the main measures Romanian companies are considering to deal with ongoing cyber threats.



In 2022, the demand for employees with cybersecurity skills rose by 31% in Romania.



In this context, Microsoft has assumed the role of market educator in Romania, running training programs with partners from the public and private sectors in the last year, which have allowed more than 800 specialists to increase their level of resilience.

Cybersecurity - a holistic approach



\$10.5tn

the cost of cybercrime by the year 2025

37bn

email threats blocked from July 2021 to June 2022

34.7bn

identity threats blocked from July 2021 to June 2022

43tn

signals synthesized daily, using sophisticated data analytics and AI algorithms to understand and protect against digital threats and criminal cyberactivity

+8.5k

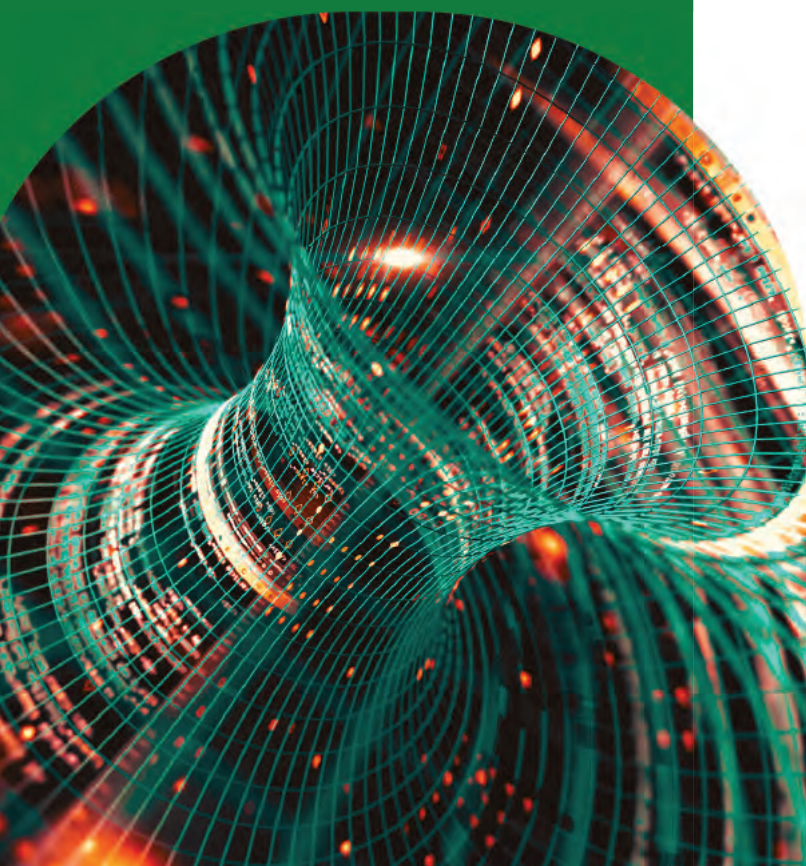
engineers, researchers, data scientists, cybersecurity experts, threat hunters across 77 countries

+15k

partners in our global security ecosystem who increase cyber resilience for our customers

\$20bn

Microsoft's investments (globally) to develop advanced cybersecurity solutions in the next 5 years



Earning Trust and Advancing Cybersecurity

Reducing the skills shortage in cybersecurity



In response to the growing demand for cybersecurity professionals, Microsoft has partnered with EOS Foundation and launched the CyberStarter project, which aims to help bridge the cybersecurity gap and increase diversity in cybersecurity professions.



As part of the CyberStarter project, the EOS Foundation offers a modular, hybrid and intensive course consisting of online resources on the Microsoft Learn, LinkedIn Learning, or Cisco NetAcad platforms, as well as live sessions with instructors and experts in the field of cyber security. The educational path also includes the part of validating skills through internationally recognized certifications and employment opportunities for participants.



The CyberStarter project will run from September 2022 to June 2023 and aims to train and certify 100 people. At least 50 recipients will begin a career in cybersecurity as a result of participating in the CyberStarter program.



Digital education campaign #SigurantaOnline



The Romanian Police, the National Directorate of Cyber Security (DNSC), the Romanian Association of Banks (ARB) and Microsoft launched, in 2022, the third stage of the digital education campaign #SigurantaOnline.



The “STOP MALWARE - Your online safety depends on you” campaign is addressed to all users of the Internet and digital devices, both the population and companies, given the intensification of cyber risks.



The aim of the campaign is to prevent cybercrime by raising awareness of the danger posed by online crime involving malware, ransomware and banking trojans.

Empower Romania to achieve more

In the 26 years of presence in Romania, Microsoft has played a pivotal role to unlock the potential of a digital economy. Romania is in a unique position to leverage existing assets and fuel economic growth that must reach every person and every community.

The digital future we're trying to create will only work if it is inclusive enough for everyone to participate in it. Working in partnership with private, public and academic sectors, we can transform Romania to a global digital hotspot.

Fostering alliances and technological solutions to enhance education

We all acknowledge the power of education to bring about profound change. We now know, more than ever, that education plays a vital role in addressing the challenges of the present, but mostly of the future.

Together with our partners we have to rethink the role of education at this key moment of societal transformation. Digital technology alone isn't enough to drive transformation; skilled IT professionals are needed to deploy and mainstream it across public sector organizations.

Our action must be long term and combined with strategic thinking. Microsoft will continue to fulfill his goal to contribute to the digital education of as many Romanians as possible, so that the technological solutions we offer have a strong impact on everyone, regardless of the environment in which they work or live.

Enabling the digital transformation of the public sector

In Romania, the acceleration of digitization in the public sector will have a catalytic role in creating the conditions for sustainable economic growth. To achieve this, organizations need to transform their common practices, such as integrating the sustainability strategy throughout the organization, making investments to increase digital competencies, but also strategic investments that generate value

Regarding the strategic directions and tactical commitments that can be pursued until 2030 to achieve the proposed goals at the country level, a key direction from our point of view is the investment in the design and digitization of government services, including the realization of the cloud infrastructure architecture that will facilitate this process. It is the key factor to get efficient, fast and strategically aligned results.



Reimagining our future together

If anything has brought us together over the last two years, it is our feeling of vulnerability about the present and uncertainty about the future. Urgent action is needed to change course, because the future of people depends on the future of the planet.

From our point of view, digitization has never had a more important role than now. Innovation is the key to a better and more sustainable future.

Romania's digital future needs leaders and decision-makers to lead the change. We need an awareness of the solutions we have at hand to accelerate the transition to a zero-carbon economy, but above all an integrated approach to the strategy to combat climate change to stabilize our future.

The power of technology for economic growth

Romania can and must build its future starting from the digitization potential it has. This huge opportunity for development must be capitalized on through a sustained effort, a permanent dialogue and valuable partnerships between the public, academic and private sectors.

In this joint effort aimed at building a better future for Romanians, private companies can contribute through their innovative capacity and investments in technology, while the authorities can drive digital progress, encouraging citizens to use digital public services more often.

Romania can become a regional, and even global, digital heartbeat that generates progress, exports innovation and attracts not only considerable investments, but also more talents in the IT field. And Microsoft will continue to remain a reliable partner of the economy and Romanian society, capitalizing on all these growth opportunities.



Our mission is to empower every person and every organization on the planet to achieve more.

