

## **WEF Annual meeting Davos 2013**

### **Briefing note for the SG: bilateral meeting with Microsoft**

**Prepared by:** Olaug Bergseth, Strategic Partnerships, ex 4535

**Time:** Thursday 25 January, 18.00 - 18.30

**Venue:** Hotel Morosani Post - TBC

#### **Attending from Microsoft:**

- Laura K. Ipsen Corporate Vice President, Worldwide Public Sector
- Joel Cherkis General Manager, Worldwide Government Sales and Security (TBC)
- Paul Hengeveld, Senior Director International Organizations (TBC)

#### **Purpose:**

- Ensure senior management engagement and confirm IFRC commitment to cooperation
- Signing MoU 2013 – 2015
- Discuss relationship opportunities

#### **1. Key messages:**

- IFRC is highly satisfied with the renewed partnership with Microsoft and its potential for a wider collaboration between IFRC and Microsoft at both global and local levels.
- IFRC and Microsoft share strategic interests in bridging the digital divide and empowering young people to imagine and realise their full potential.
- Microsoft can help the RCRC globally to optimize use of technology in both emergencies and long term development programs. It also provides a platform for other activities such as joint representation and publications..
- This is the first global technology agreement for the IFRC and for Microsoft that provides a (non-binding) umbrella for all components of the Movement to access Microsoft products and services.

#### **2. Signing of MoU**

Laura K. Ipsen will sign the agreement on behalf of Microsoft. A photographer will be present to document the signing. The external announcement of the partnership is scheduled for February 6.

#### **3. Relation with Microsoft**

In 2005 the IFRC entered into a partnership with Microsoft that offered licenses at reduced rates to NS. This agreement came to an end in 2010.

There are multiple relations between NS and Microsoft around the world, both the Canadian (value: CAD 3 million) and Australian RC (value AUD 10 million over 3 years) have negotiated separate comprehensive agreements with Microsoft for licenses and services. Amcross has an extensive relationship with Microsoft and was an early adopter of Office365.

Microsoft has an established volunteer engagement programme for its 95'000 employees worldwide. In 2011, US employees alone raised USD 100'000 million for humanitarian organisations in the US. Furthermore in 2011, Microsoft employees in the US committed 426,671 volunteer hours to non-profit organizations in the United States to a value of USD 17 per hour.

#### **4. New partnership 2013 - 2015**

The new MOU has been in-process since last March, and involves a number of new milestones that go significantly beyond the prior agreement such as:

- including all components of the Movement in one single pricing plan
- the IFRC is recognized as a Global Strategic account at Microsoft, similar to the UN, but with special non-profit pricing
- for many members of the Movement, the price for Microsoft services is reduced to zero, making access to modern technology accessible for all, and helping to bridge the Digital Divide.
- For NS here are four main benefits:
  - the cloud-based Office365 software provides for email, communications and collaboration systems at zero cost for a NS with fewer than 3,000 users.
  - for Low Development Countries desktop and server software (like Microsoft Office) is also provided at zero cost.
  - training (eLearning) and support (on-line) are included.
  - the agreement opens the door for NS to develop a broader relation with Microsoft in-country.

The Namibia RC and Bangladesh RC have already adopted Office365 as part of the Digital Divide Initiative, and have been moved to this new pricing plan.

#### **5. About Microsoft**

Microsoft Corporation is an American multinational software corporation that develops, manufactures, licenses, and supports a wide range of products and services related to computing. The company was founded by Bill Gates and Paul Allen on April 4, 1975. Microsoft is the world's largest software maker measured by revenues. It is also one of the world's most valuable companies.

Since the 1990s, Microsoft has increasingly diversified from the operating system market and has made a number of corporate acquisitions. In May 2011, Microsoft acquired Skype Technologies for \$8.5 billion in its largest acquisition to date.

As of 2012, Microsoft is market dominant in both the PC operating system and office suite markets (the latter with Microsoft Office). The company also produces a wide range of other software for desktops and servers, and is active in areas including internet search (with Bing), the video game industry (with the Xbox and Xbox 360 consoles), the digital services market (through MSN), and mobile phones (via the Windows Phone OS). In June 2012, Microsoft announced that it would be entering the PC vendor market for the first time, with the launch of the Microsoft Surface tablet computer.

## **6. Bios:**

### **Laura K. Ipsen Corporate Vice President, Worldwide Public Sector**



Laura K. Ipsen is corporate vice president of Microsoft's Worldwide Public Sector organization, leading a team of more than 1,900 sales and marketing professionals serving government, public safety and national security, education and non-privatized healthcare customers in more than 100 countries. In this role, Ipsen oversees Microsoft's work in providing innovative technology solutions and forward-thinking programs to help public sector organizations provide efficient and effective public services to their citizens and build the capacity of their populations.

Ipsen assumed her current position in February 2012. Prior to joining Microsoft, Ipsen served as senior vice president and general manager of Connected Energy Networks at Cisco, where she led the effort to use the network as the platform to transform how the world manages its energy and environmental challenges. Ipsen led the Connected Women's Advisory Group and was also the co-chair of Cisco's EcoBoard, which oversees Cisco's comprehensive sustainability strategy and guides its efforts to use information technology in addressing environmental concerns and climate change.

Previously, Ipsen established and managed Cisco's Global Policy and Government Affairs division for 13 years and was responsible for developing Cisco's public policy agenda and advancing governmental policies in support of broadband and IP-based technologies.

Ipsen began her career in international trade and government affairs for PricewaterhouseCoopers in Washington, D.C. She also held positions at Acer and Hitachi Data Systems. Ipsen currently serves on the board of Monsanto. She is the past chair of the board of the Information Technology Industry Council and has received numerous awards and recognition for her work in information and communications technology, sustainability and gender diversity.

Ipsen holds a bachelor's degree in international relations from the University of Virginia and studied Arabic at Yarmouk University in Jordan. She currently resides in Northern California with her husband and three children. She enjoys art, running, politics and mentoring.

### **Joel Cherkis General Manager, Worldwide Government Sales and Security**



Joel Cherkis is the general manager of Government Sales and Security within the Worldwide Public Sector division at Microsoft Corp. Harnessing an extensive background in technology, Cherkis leads a team of sales and technology professionals who provide global strategic support to government customers by delivering solutions that are focused on providing citizen-based services and enabling government

workplace and datacenter modernization. He works in close collaboration with governments and Microsoft partners around the world to ensure that Microsoft's software and cloud services deliver the level of insight and accountability their constituents expect.

Cherkis, who joined Microsoft in 2004, most recently served as the chief technology officer and general manager for the Worldwide Technology Office, Public Sector and as general manager of the U.S. Government Solutions team, where he supported industry solutions focused on health and human services, justice and public safety, homeland security, Department of Defense initiatives, e-government, and emerging technologies.

Before joining Microsoft, Cherkis spent nine years at Oracle Corp. where he served as a worldwide technical instructor teaching database design, architecture and data modeling before he moved on to developing technologies that enabled governments and corporations to build efficient applications that lowered their overall ownership and operation costs. Cherkis began his career as an application developer with Mobil Oil Corp. where he developed mainframe- and midrange-based applications that managed refinery, pipeline and product packaging systems in addition to helping develop the company's global customer accounting systems.

With more than 20 years of IT and software development experience, Cherkis has spent the past 10 years helping customers and partners better utilize collaborative solutions and the processes of infrastructure consolidation, while staying focused on understanding how and when technology should be used to solve government problems.

Cherkis has a bachelor of business administration degree in computer information systems with a concentration in decision support systems from James Madison University. A native of Washington, D.C., Cherkis is an avid skier and mountain bike rider and enjoys spending time with his family and taking advantage of the outdoor recreational amenities the Pacific Northwest has to offer.

### **Paul Hengeveld, Senior Director International Organizations**

Mr. Hengeveld has over twenty-five years of experience working in the information technology industry. As Senior Director for the United Nations (UN) in Microsoft's Global Strategic Accounts, he is responsible for supporting and coordinating programs between Microsoft and the United Nations. His responsibilities include managing Microsoft's public-private partnerships, Information and Communication Technology For Development (ICT4D) in support of the UN Millennium Development Goals, fostering commercial relationships with UN organizations and developing ICT policy relationships. Mr. Hengeveld leads a range of activities including joint partnership definition and planning, resource mobilization, ICT4D awareness and promotion, and UN System IT Application development support. Mr. Hengeveld is an active supporter of the UN GAID community, the Digital UN Foundation and the UN Global Compact.

Prior to this position, Mr. Hengeveld was a Global Business Manager in Microsoft's Global Account organization, responsible for the Royal Dutch Shell Group. Before joining Microsoft in 1997, Mr. Hengeveld spent 5 years working in Bogotá, first as Server technology specialist for Compaq and then as the country managers for FileNet Colombia, a document Management technology company. Mr. Hengeveld holds a masters degree in Mathematics and Computer Science from the University of Amsterdam, with a specialization in Computer Animation.