Editorial highlights

Technology Record: Issue 36 – Spring 2025

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**Upfront**

A round-up of technology innovations and business wins from Microsoft and its ecosystem of partners.

[](https://www.rsaconference.com/usa)

**Cover story**

**Putting security at the centre of operations**

It’s no secret that security is at the forefront of every credible business leader’s thinking. In a climate of ever-increasing threats, coming from a growing number of directions, how best to harness technology to protect customers, workers, products and IP? For many, adopting AI and cloud-based tools from Microsoft is proving a powerful solution to this perennial problem. Microsoft’s Cloud For Industry family, along with products like Defender, Sentinel, Purview and Priva, all of which are further augmented by a host of partner solutions and services, can deliver ongoing security and efficiency, while ensuring transparent and ethical operations. *Technology Record* finds out more in our first cover story of 2025.

* **Microsoft spokesperson:** [Vasu Jakkal](https://www.linkedin.com/in/vasu-jakkal/), corporate vice president, security, compliance, identity, management and privacy.

[](https://www.infosecurityeurope.com/)

**Special feature**

**50 years of innovation from Microsoft**

On 4 April 1975, Bill Gates and Paul Allen formally established their company ‘Micro-Soft’ in Albuquerque, New Mexico. From humble beginnings creating software for the Altair 8800 computer, Microsoft has grown to become one of the largest organisations on the planet, revolutionising the fundamental ways in which commercial and public sector operations are delivered. On this 50th anniversary we look at significant milestones in Microsoft’s journey. At the same time, we take the opportunity to look back at highlights from a quarter of a century of a partnership with Microsoft that forms the foundation of *Technology Record*.

* **Microsoft spokesperson:** To be confirmed.

**Financial Services**

**Feature: Creating a socially sustainable future for financial services**

Financial services leaders are facing increasing pressure to maintain current business practices in a compliant manner, whilst at the same time satisfying the needs of a new generation of customers committed to more sustainable and responsible ways of living. Being mindful of the requirements of environmental, social and compliance issues whilst maintaining competitive advantage presents organisations with real challenges. For many, leveraging AI to respond quickly to changing market forces and client expectations is proving invaluable. *Technology Record* finds out more.

* **Microsoft spokespeople:** [Peter Hazou](https://www.linkedin.com/in/peter-hazou-9b6b181a/), director, business development, worldwide financial services / [Sean Waters](https://www.linkedin.com/in/seantwaters/), senior product marketing manager, AI sustainability.

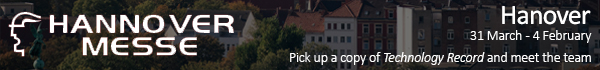
[](https://europe.money2020.com/)

**Industrials & Manufacturing**

**Feature: Powering the intelligent factory**

Almost two petabytes of data is being created across the manufacturing industry every year, according to McKinsey Global Institutes. Tools like Microsoft Cloud for Manufacturing, Copilot and Azure AI Agent Service are helping to make factories smarter by utilising this legacy data in entirely new ways and driving innovation to every corner of the production environment. We take a closer look.

* **Microsoft spokesperson:** [Rupert Stuetzle](https://www.linkedin.com/in/rupert-stuetzle-2001283/), general manager, manufacturing and mobility EMEA.

[](https://www.hannovermesse.de/en/)

**Media & Communications**

**Feature: Media provenance - ensuring media can be distributed and used safely**

The media industry is placing increasing value on content provenance to combat the pernicious effects of fake news and manipulated digital assets. This involves tracing content back to its original source and ensuring its authenticity. Through its set of content integrity tools, Microsoft is bringing a new level of transparency and trust to published media, standardised within the Coalition for Content Authentication and Provenance, which plays a vital role by providing a framework to verify the authenticity and provenance of digital media. Supporting a more trustworthy information ecosystem with responsible AI tools and practices is just one way Microsoft is building AI responsibly.

* **Microsoft spokesperson:** [Andrew Jenks](https://www.linkedin.com/in/andrewjenks/), director of media provenance.

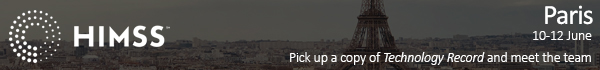
**[](https://cloud.e.nabshow.com/2025/)**

**Public Sector**

**Feature: Public health and its related social services**

Healthcare and social services leaders are becoming increasingly aware of the potential cloud and generative AI tools can bring to their work by augmenting human capabilities to enable new ways of improving health and well-being outcomes. Solutions like Microsoft Cloud for Healthcare and Copilot can help clinicians understand complex data patterns to enhance their decision making, personalise the care they are offering, and automate tasks to improve productivity. *Technology Record* takes a closer look.

* **Microsoft spokesperson:** To be confirmed.

[](https://www.himss.org/event-himss-europe)

**Retail & Consumer Goods**

**Feature: B2B sales transformation**

Business-to-business sales models have undergone considerable change in recent times, with the increasing customer demand being addressed by the adoption of digital transformation tools. The introduction of AI-powered tools such as Microsoft Copilot, used in conjunction with cloud- based platforms like Microsoft Cloud for Retail, have enabled B2B retailers to offer seamless, transparent and highly personalised services, which can bolster relationships with existing customers whilst attracting entirely new audiences and previously untapped markets.

* **Microsoft spokesperson:** [Mike Edmonds](https://www.linkedin.com/in/michaeledmonds/), senior strategy director, worldwide retail, consumer goods and gaming..

**The last word**

**Analysis:** Views on a digitally transformed world from *Technology Record*, along with opinions from leading industry analysts and associations.

**Event partnership**

Throughout the year *Technology Record* maintains strategic links and a physical presence for both publication and personnel at a number of leading in-person industry events. At the same time, the magazine supports and augments virtual gatherings with digital promotion and online coverage.

**Spring 2025 events:**

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| --- | --- |
| [Hannover Messe](https://www.hannovermesse.de/en/), 31 Mar-4 Apr, Hanover | [GITEX Europe](https://www.gitex-europe.com/), 21-23 May, Berlin |
| [Generative AI Summit](https://www.aidataanalytics.network/events-generativeaisummit), 1-2 Apr, London | [EBA Day](https://www.ebaday.com/), 27-28 May, Paris |
| [DTX and UCX](https://ucxevents.io/manchester/en/page/ucexpo-home) 2-3 Apr, Manchester (UK) | [InfoSecurity Europe](https://www.infosecurityeurope.com/), 3-5 Jun, London |
| [NAB Show](https://cloud.e.nabshow.com/2025/) 5-9 Apr, Las Vegas | [Money 2020 Europe](https://europe.money2020.com/), 2-5 Jun, Amsterdam |
| [RSA Conference](https://www.rsaconference.com/usa) 28 Apr – 1 May, San Francisco | [HIMSS Europe](https://www.himss.org/event-himss-europe), 10-12 Jun, Paris |
| [Tech Expo North America](https://techexevent.com/) 4-5 May, Santa Clara | [InfoComm](https://www.infocommshow.org/), 11-13 Jun, Orlando |
| [ARC European Industry Forum](https://www.arcweb.com/events/arc-industry-forum-europe), 5-7 May, Sitges | [Commsverse](https://www.commsverse.com/), 16-19 Jun, Weybridge (UK) |
| [Directions ASIA](https://www.directionsforpartners.com/asia2025), 7-9 May, Bangkok | [European Power Platform Conference](https://www.sharepointeurope.com/european-power-platform-conference/),  16-19 Jun, Vienna |
| [IOTS World Congress](https://www.iotsworldcongress.com/) 13-15 May, Barcelona |
| DynamicsCon, 13-16 May, Chicago |

**Alliances**

*Technology Record* is proud to partner with a broad range of leading industry organisations including:

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**Talk with one of our dedicated industry leads**

Contact us about the wealth of marketing opportunities available to Microsoft partners looking to promote their brand:

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**Further information**

*Technology Record* is published quarterly by Tudor Rose. To find out more or to view back issues visit [www.technologyrecord.com](about:blank). This editorial plan is subject to the availability of those organisations and individuals listed. Alternative contributors will be found wherever possible.