

**Final Project (Task 1)**

Pick a business: Microsoft

What is your business name?

Logo?



Define your company business profile

* + Mission
    - To enable people and businesses throughout the world to realize their full potential by creating technology and software that transforms the way that people use electronics
  + functions
    - Provide consulting and product and solution support services, and train and certify computer system integrators and developers.
  + organization
  + products
    - Operating Systems, Personal Computers, servers, phones, applications for business and personal use, video games, software development tools, and many more
  + services
    - Office 365, Xbox live, Skype, Azure, Microsoft Dynamics CRM, and Bing
  + customers
    - Global market
  + suppliers
    - Over 58,000 different suppliers located globally
  + competitors
    - Competitors to Microsoft is companies like Sony, Apple, Google, Nintendo, and open source developers.
  + constraints
    - amount of researchers and developers, supplier output, and global shipping constraints
  + future direction
    - To expand into more markets and create new products in the markets that Microsoft is currently in

SWOT analysis, answer the following questions?

* What are our strengths, and how can we use them to achieve our business goals?
  + The strengths of Microsoft is that we have strong brand recognition which makes it easier to market to people since most people know about Microsoft. Another strength is the wide assortment of products that Microsoft produces allowing the company to generate profit and appeal to many different demographics. Another strength is the amount of money the company has that can be used to research and develop new products that has the possibility to expand into new markets.
* What are our weaknesses, and how can we reduce or eliminate them?
  + A weakness of Microsoft is the rate of innovation that the company has. How we can eliminate this weakness is to put more budget into researching and developing new technologies. Another weakness is the reliance on legacy software since the company still heavily depends on software like Windows OS or Office products for revenue which stunts growth in those markets since they become too oversaturated.
* What are our opportunities, and how do we plan to take advantage of them?
  + An opportunity that Microsoft has is to expand its cloud based services since working from home is becoming increasingly popular, the need for cloud based services has increased drastically. Another opportunity that Microsoft has is to grow through acquiring new companies that they then can use to develop new technologies and increase the skillset of their employees. One opportunity that Microsoft has is to continue developing and creating products for the Mobile Phone and tablet industries since those sectors are rapidly expanding and can be used to create more revenue for the company.
* What are our threats, and how can we assess, manage, and respond to the possible risks?
  + A threat that Microsoft faces is the competition in the markets that it is in and challenge established competitors like Apple or Google in the software and Phone markets. We can manage these threats by releasing new products to those fields and innovate on steps that the competitors haven’t taken yet. Another threat is open-source projects that rival Microsoft’s since they can be worked on by many people of a similar skill set to our employees and are also free. A way that we can respond to this threat is to create a better product that offers more features or is more convenient to use than the open source products.

What is your project business case?

* The business case should answer questions such as the following:
  + Why are we doing this project?
    - To get ahead of the current market and become an early leader in A.I.
  + What is the project about?
    - Create a product that uses Artificial Intelligence to analyze data given by the client and produces a output that would help a business make decisions
  + How does this solution address key business issues?
    - This would improve one of the weaknesses of Microsoft by becoming an early adopter and leader in the field of A.I. it would allow Microsoft to innovate in the field of artificial intelligence and would stop them from trying to come into a field too late.
  + How much will it cost and how long will it take?
    - It will cost $20 billion dollars for research and development of the A.I. and software that would be made because of that A.I. and would take at least 5 years to develop the A.I. and push out the products to release.
  + Will we suffer a productivity loss during the transition?
    - Since this would be a new line of products the only productivity loss that would come from this is if Microsoft diverted developers away from their other projects. Otherwise, if Microsoft hired new developers for this project, then there would be minimum impact to other projects.
  + What is the return on investment and payback period?
    - The return on investment for this project would be at least 7-10 years since the technology would have to developed from the ground up.
  + What are the risks of doing the project? What are the risks of *not* doing the project?
    - The risks of doing the project is that it may not generate revenue or be used by many people. The risks of not doing the project are that a competitor could get into the field before Microsoft and then Microsoft would have to play catch up and have to compete with an already established product in the field.
  + How will we measure success?
    - How we would measure success is that we would see how much revenue it would make after launch and see if the software is used by a certain number of companies
  + What alternatives exist?
    - Some alternatives of this project

Measure your project priority:

* Will the proposed system reduce costs? Where? When? How? How much?
  + The project will not reduce costs since it would have to be developed.
* Will the system increase revenue for the company? Where? When? How? How much?
  + The system will increase revenue by being a product that is sold to businesses. It would be a subscription and would bill the companies on either a monthly or yearly basis. It would produce $25 billion after 7-10 years if the product is successful.
* Will the systems project result in more information or produce better results? How? Are the results measurable?
  + The system can be used internally to guide business decisions and improve on itself. Because of the very nature of the system that would be developed it could be used internally to guide decisions about improving products by becoming a better way to analyze data flowing in from researchers.
* Will the system serve customers better?
  + The system would serve customers and the organization equally since it would be able to be used by both parties to improve business practices.
* Will the system serve the organization better?
* Can the project be implemented in a reasonable time period? How long will the results last?
  + The project would take 5-10 years to complete and would have to be updated regularly. However, the results after the 5-10 years of development would last as long as Microsoft keeps supporting the product.
* Are the necessary financial, human, and technical resources available?
  + Since Microsoft is one of the largest companies in the world the necessary financial resources are available since they would be able to generate enough income with their other products to counteract the initial cost of the product. The human resources can be solved by routing developers from other projects onto this one or hiring a new team of developers to work on this project. And the technical resources are available since the developers can use software and hardware that is developed by Microsoft.