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Topic 1 Benchmark

Microsoft is the paramount technology company in the world. Microsoft, founded by Bill Gates, is the leading operating systems company, followed by the other computer giant, Apple. Their operating systems are used in 72.98% of desktop PCs in May 2021 (Liu, 2021). With such a massive market share in desktop computers, comes an equally massive target from competitors as well as mischievous hackers. That requires Microsoft to be on top of competitors as well as a need, far more important than other companies, to secure their products

Firstly, lets explain the what before the how, so we can discern the why of Microsoft’s business. Microsoft’s mission is “Empower every person and every organization on the planet to achieve more” (Microsoft, 2021). Microsoft mission statement explains that their purpose is to enhance the productivity of as many companies as they can possibly reach. From mom-and-pop shops to the biggest corporations in the world. But not just that, they want to empower individuals as well, as seen with how many desktop PCs use Windows. This would put Microsoft in just about every corner of the world, and looking around at the technology used, Windows and Microsoft products are everywhere. They’ve been pretty successful with their mission so far. That’s an ambitious and profitable position to be in however, which leads to the how of Microsoft’s business.

To stay in the lead of consumer and corporate Information Systems, Microsoft implements a Dynamic business strategy. Microsoft tries to be on top of cutting-edge technology, implementing new inventions into their own systems, or buying the leading company of that technology outright. For instance, Artificial Intelligence and Machine Learning are two massive technologies that have been on the rise. Microsoft’s most expensive and recent acquisition is of Nuance, a company that has a reputable speech-recognition software, as well as Ambient Clinical Intelligence technologies meant for health care providers (Salter, 2021). Microsoft added another massive reason to choose them over other companies, as Microsoft has great office apps in their Office suite, an overwhelming cloud infrastructure, and now this clinical AI technology, that they can develop off-shoots to create other AI technologies to offer. To find this all out from Microsoft, I researched into the company, searched acquisition history, as well as focused on how they work through strategy talks from conferences located in the *Microsoft* resource. Additionally, Microsoft explains that they use Agile software development and management methods when building applications (Introduction 2012). Additionally in the same document, they explain how Agile doesn’t usually include security for the product, but as security is a feature needed by many of Microsoft’s clients, they include security in their Agile development cycle. This is due to the wide range of clients that Microsoft serves

Due to that variety of clients, Microsoft has security issues that deal with an equally large variety. Microsoft must be able to comply with HIPAA to serve their healthcare provider clients, which includes very scrutinized security. Being an international company, they have to comply with laws of any country they’re providing services in as well. Additionally, their large presence has created that equally large target on their products. In the AV-TEST security report from 2019 and 2020, they reported that in 2020 83% of malicious attacks were targeting Windows systems (THE AV-TEST security report 2019/2020, 2020). This forces Microsoft to implement security in their products, and give clients as much power to protect themselves, such as the Threat Analytics which gives clients reports to help prevent and mitigate threats.

With Microsoft being such a massive company, spread to a variety of markets through its extensive clientele, Microsoft has to have a solid business strategy to stay on top. Through its dynamic business strategy, aggressive business model, and focus on external factors, Microsoft has stayed at the pinnacle of Information Systems. Companies can learn a lot about what it means to be aggressive, while still taking care to listen to clients, by watching Microsoft.

Resources

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