**Name: Mas Danish Syafiq Bin Masagos**

**SUSS PI Number: W1910824**

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## ANL201 TMA01

## Question 1

1. Microsoft’s goal is to inspire each individual and each business enterprise worldwide to achieve more as businesses may eventually need to develop their own patented technology solutions to compete and expand.

It illustrates their immense potential and duty to ensure technology still helps and remain accessible to everyone in the world. Microsoft wants to enhance better ways to help small companies become more profitable, more sustainable, more successful, and more reliable. They boost healthcare and education, and encourage people everywhere to go higher. In turn, helping companies of every scale in every sector innovate and prosper and by inspiring people to have better interactions, they offer them the trust, capacity, and autonomy they need to take the reins of their own lives.

The dedication to the success of their customers results in stronger alliances, wider, multi-year cloud deals, and an increasing traction across each tier of their product design production lifecycle — from device architecture, data and artificial intelligence (AI), business operations, efficiency and coordination.

1. To effectively improve their technology, Microsoft plan to follow three intertwined goals - reinvent current market procedures, develop an intelligent cloud and edge network and bringing on more customized computing experiences.

Reinventing current market procedures:

Microsoft's reputation relies on their success in their continuous product and services development. Microsoft 365 is a package of Office 365, Windows 10, and Business efficiency and stability. Microsoft Teams is a hub where team conversations and meetings happen. Microsoft Alliance Sales utilizes LinkedIn Sales Navigator and nuances to shift the social marketing environment. The Microsoft Power System builds custom programs, simplifies workflow, and analyzes performance.These situations would unleash creativity. Customers would want to view all of their organization knowledge from a common graphical user interface. Using voice communications would enable Microsoft to win new consumers and boost usage.

Developing smart cloud and edge platforms:

Microsoft wants to use emerging technology to redesign their market field. Partnering with businesses is one of their greatest ways to accelerate digital change. Microsoft has made developments in data centers and edge technologies. Cloud services has three benefits: data centers which reduce the per-unit cost of deploying computing resources; data centers which reduce the overall cost of serving the varied user, regional, and device demand patterns; and data centers which reduce the per-application management labour costs.

Microsoft’s application Azure has the best hybrid approach, developer productivity, and is trusted with artificial intelligence. Microsoft's consistency of integrated technologies helps companies fulfil evolving needs. Microsoft will extend their augmented reality systems with new Azure services and tablets. The power of Azure cloud systems coupled with convergence of physical and digital environments makes for radically different workloads. AI makes data into a competitive benefit. Azure SQL DB lets customers bring data from their on-premises data center to the cloud. It helps any developer get started with AI beginning with Azure Machine Learning Studio and continuing with Azure Machine Learning Workbench.

Creating more customized computing experiences:

Microsoft aims to make coding more personal by making you the subject of it. Windows 10's latest inking technology will enable users to connect with AI through inking and a 3D storytelling mode. Windows plays a key role in fueling the Windows 10 mission, which also pushes the growing number of smartphones on the intelligent edge.

Microsoft are still involved with driving Windows purchases, and offering assistance to partners and companies who purchase Windows. They have recently launched the Surface Center 2S, which integrates Microsoft Teams, Screens, and Surface hardware.

Microsoft is also rising to learn about sports. They are making, distributing, playing, and watching sports. Microsoft will continue to link their gaming resources transversely over different networks and will focus on increasing Xbox Live members' engagement and joy through Xbox Game Pass. They allow people to play whatever games they want for whoever they want.

**c)** Microsoft’s strategic themes are technological development and advancements, trust and environmental and corporate social responsibility.

The Learning and Growth Perspective - Technological development and advancements recognizes the 3 main metrics: “human capital”, “information capital” and “organizational capital” (*Kaplan and Norton*, 1998) of the enterprise.

In the applications and infrastructure sector, Microsoft has grown GitHub since they purchased it in fall 2020. They are still invested in tooling to make it easier for developers to use the Raspberry Pi. Visual Studio is one of the most used code editing software worldwide and the fastest rising programming language is TypeScript.

They are developing Azure to provide customers' real-world operating autonomy and regulatory needs. 95% of the biggest Fortune 500 companies confidently uses Azure for their operations. They have more licenses in more areas than any other cloud service and they opened new regions in order to fulfil the public sector's tight protection and ethics standards.

In data and AI, Azure Web Services provides hyperscale databases and offers robust cloud analytics in their Azure cloud applications. They are revolutionizing AI, allowing developers to build AI into applications. Azure Machine Learning also provides extended features, as well as enhancements to Azure Cognitive Resources to help develop, practice, and deploy AI models.

In business applications, Microsoft launched Dynamics 365 AI, a new type of intelligence software designed for enhancement of record and interaction. According to Satya Nadella, CEO of Microsoft, the open data project initiated with Adobe and SAP pushed things much further, allowing the sharing and enrichment of data across networks (*Microsoft Shareholder Letter*, 2019).

Power Platform enables any person to easily create an insightful application or workflow that does not exist in their company. The Universal Programming is a single framework that utilizes robotic process control and self-service analytics.

LinkedIn has over 645 million users and is the most robust resource for any company to handle and engage their talent. Talent strategies and talent insights, Glint, and LinkedIn Learning allow companies to recruit, maintain, and grow the best talent in an intensely competitive employment sector. They are expanding upon their current company to introduce innovative experiences that can use the LinkedIn and Microsoft Graphs.

Microsoft 365 puts together companies, small businesses, and first line staff in a single, stable, interactive, experience. Microsoft helps every company develop a connectivity and partnership infrastructure to fuel their success and business transformation. AI implementations grants automation, forecasting, translation, and acumen. Microsoft Teams collaborations are more comprehensive, presentations in PowerPoint are more available. And Microsoft Search distils information and insights from information in Workplace Analytics to help people work faster.

Gaming companies are pioneering how to share games, enjoy them, and screen them so gamers can partake in well-designed games on any device wherever and whenever they want. Microsoft Game Stack collaborate game developers with tools and services (*Microsoft Annual Report*, 2019) to create, manage and scale cloud-first games across different platforms. Xbox Live communities are important for the company and are being put in place on Apple and Android platforms. Microsoft have increased the number of game studios and started to deliver differentiated content for subscription services.

These pillars ensures that financial resources used in the technological development and advancements are productive.

The Customer Perspective - “Trust” improves customer intimacy, expands and deepens relations. It defines the value proposition that would be implemented by the company in response to satisfy clients and thus produce further revenue to the most desirable (i. e. the most profitable) groups of clients.

Microsoft is dedicated to ensuring people who utilize their goods and utilities have faith in their technologies. To safeguard anonymity, cybersecurity, and AI, across everything, their dedication extends beyond language to real behaviour, offering resources and frameworks for their customers.

The first pillar is privacy. Microsoft wants to ensure every product or service delivered has been designed to guarantee their privacy from the start. They also placed together a Privacy Pledge that provides openness and preference, as well as responsible data protection. Believing in global data protection, and believe the right to data privacy can apply to all our customers around the globe. Consumers are promised that they will have protection by making sure that their identification is not stolen.

Security is also core concern for any consumer. Microsoft performs over 6.5 trillion analyses every day, and search for malware and phishing over 450 billion emails monthly. It provides end-to-end encryption for identification, user details, its cloud services, and infrastructure. Azure Sentinel builds on Azure Active Directory and is followed by Azure Confidential Computing and Azure Hazard Security. Microsoft collaborate closely with governments, technological firms, and non-governmental organisations to tackle evolving cybersecurity threats and foster a protected and stable digital environment.

And they ensure AI is safely designed, pursuing a principled strategy, and are posed with tough questions, such as “Can computers reason?” motivated by AI's ability to be used by changemakers to resolve society's most pressing problems. Two new AI programs were launched: AI for Humanitarian Intervention and AI for Cultural Heritage and continue to extend efforts in AI for Planet and AI for Accessibility (*Microsoft Annual Report*, 2019). There is a need to recognize potential adverse effects of AI. Microsoft thinks it is necessary to address how these emerging innovations can be utilized. The call for more thoughtful government oversight of such technologies because the technology is so effective that there must be established standards for appropriate uses.

The Internal Business Processes Perspective - Environmental and corporate social responsibility reflects on all the practices and core mechanisms necessary for social progress.This will allow the business to meet standards of the clients while at the same time become cost effective. It encompasses both short-term and long-term corporate goals, as well as creative research and development methods. In order to define the steps that fit with the internally focused strategy.

Microsoft is working to promote an environment that enables access for all, particularly for the young. A Legislative and Public Policy Committee is installed within Microsoft's board of directors that operates closely with the leadership team, and those around Microsoft to monitor contributions to sustainable management and corporate social responsibility. While a single organization is not going to fix all of the problems faced today, businesses are well placed to motivate and drive digital revolutions to have a low-carbon future. They have extended our work across activities, acquisitions, alliances, and lobbying through programs covering both environmental and social responsibility.

d) There are four basic stages in the Data Visualisation Process are, data collection and storage, data pre-processing, graphics engine and human visual and cognitive processing

* Data collection and storage:

Microsoft platforms run in different regions around the world. Each area has its own regional hub. Data collection will cause privacy concerns as privacy protection is gaining traction and also raises tricky questions about human rights raised in the European Union’s General Data Protection Regulation (GDPR) (*Microsoft Shareholder Letter*, 2019). Additionally, Microsoft have decided to pay all possible liability from possible future violations of statutory obligations agreed upon. As we go on, Microsoft continue to push for stricter privacy legislation and have the accountability and security their consumers deserve.

* Data pre-processing: The preliminary analysis of data in order to interpret it.

Microsoft localize many of their goods to best support consumers who use international purchases, and also enhance product consistency and accessibility for global market users. It would be appropriate to change the user interface, to adjust dialog boxes and even convert the text. The primary suppliers of their products are third party manufacturers. If a manufacturer is unable or fails to satisfy their specifications, they have may have to look for alternate vendors.

* Graphics engine: producing visualizations on display.

As data development rate grows rapidly, there would be a huge amount of data for research across Azure consumers. Microsoft introduced horizontal scaling to relational databases in 2019, and now sell robust cloud-based analytic bundles - from Azure Data Factory to Azure SQL Data Warehouse to Power BI.

Power Platform — composed of Power BI, PowerApps, and Flow — empowers organisations of all sizes to create an intuitive infrastructure for themselves. Automation of such software includes low coding to no coding application creation, the usage of robotic process control, and personalized analytics all in one framework. In this way, Microsoft have made things even more easy for users to create more sophisticated PowerApps. And they are the pioneer in market intelligence with 12 million queries being performed an hour because of Power BI. Power BI is even used to serve better services to niche consumers in a Japanese family-owned restaurant in the seaside city of Ise depending on Azure ML, along with Power BI

* Human visual and cognitive processing: human perception and cognitive functions that are involved in understanding and imaging evidence.

In the new iteration of the Hololens 2, consumers can have a field of view up to three times the height relative to the predecessor. It encourages organizations to digitize physical spaces and provide front line staff with the necessary information and resources for their careers.

The key function in all potential application would be AI. This is why Microsoft is utilizing AI by developing resources to create software that permit AI technology to work. Azure Cognitive Services is the most advanced artificial intelligence as well as utilizing Azure Machine Learning to update the pre-preparing, designing, and execution of machine learning models.

**e)** Microsoft, one of the world's largest tech firms, competes in a wide variety of markets such as personal computer devices, cloud infrastructure and utilities, applications, and other products.

Microsoft posted over $15.5 billion in sales growth for Fiscal Year 2019 compared with Fiscal Year 2018, led by exponential growth across different divisions. Intelligent Cloud sales rose, and this was attributed to cloud resources and server goods. Business Processes sales grew, powered in large part by Office and LinkedIn. Consumer income increased led by the rise in Surface, Gaming, and Windows revenues.

Commercial cloud sales rose 43 percent to $38.1 billion, compared to $26.6 billion and $16.2 billion in fiscal years 2019, 2018, and 2017, respectively (*Microsoft Annual Report*, 2019). Office Commercial sales grew 13 percent, led by 33 percent increase in Office 365 Commercial. Revenue from Office Customer rose 7 percent and subscribers to Office 365 Consumer increased to 34.8 million. LinkedIn sales rose 28 percent, with 27 percent growth in record levels of participation. Dynamics sales grew 15 percent, led by 47 percent rise in Dynamics 365. Revenue from server products and cloud providers, like GitHub, grew 25 percent, led by 72 percent rise in Azure. Revenue from Enterprise Services rose 5 percent. Revenue from Windows original equipment manufacturer licenses grew 4 percent. Commercial Windows sales rose by 14 percent. Revenue from Microsoft Surface rose by 23 percent. Gaming sales rose 10 percent, led by 19 percent rise in Xbox games and services. Search advertising sales rose 13 points, minus traffic acquisition costs. (*Microsoft Annual Report*, 2019)

Cost of sales rose $4.6 billion, led by development in cloud, Surface, and games.

Research and development costs rose by $2.2 billion, over 15% of which was powered by developments in LinkedIn, Cloud Computing, and Artificial Intelligence. As revenue and marketing costs rose by $744 million, improvements in the company's commercial sales power, LinkedIn, and GitHub, as well as a reduction in marketing, covered expenses. The sales and marketing costs have had a positive foreign trade influence of 2 percent.

The technology and facilities improvements made will continue to raise operational costs and will lower their operating margin. Nevertheless, despite all the challenges faced, Microsoft have continued to rake in profits which is good and shows that it continues to do well. Its rivals are continuously introducing innovative services and applications, while still implementing rival cloud-based services. Business dynamics may impact how the consumer access cloud-based resources. In this evolving world, Microsoft must continue to change and adjust for an extended period of time. The technology and facilities improvements made will continue to raise operational costs but Microsoft has to lower operating margins to continue profiting.

Microsoft is trying to bridge the distance between its promises and the experiences of its workers. They are still listening to consumers and innovating to fulfil their unarticulated desires. They aspire to represent different consumers around the globe, and build a diverse, welcoming workplace where everybody can do their best work. In the last two years, they have doubled the number of woman vice presidents. They raised the number of Black and Hispanic workers in non-retail jobs by 54%. Interns were more likely to be women and is a African American or Black American, or Hispanic or Latin citizens. Multiculturalism continues to be key for Microsoft staff and representatives. It launched a science-based, allyship community that centers on diversity and inclusion.

The panel of representatives for the annual meeting of shareholders comprises five women, 38 percent of the group, and two of their four board committees were headed by women. Moreover, almost half of the candidates reflect gender or racial diversity. Representation is just one means to determine success. Cultural change is a continual phase of learning, regeneration, and keeping in mind their enduring ideals of reverence, dignity, and responsibility.

It definitely means there seems to be no lack of ambitious decision shaping and thoughtful collaborations. It seems puzzling that the organization did not have any statistics on staff engagement and happiness with these activities. At the end of the day, it is fantastic to see an organization like Microsoft, one of the stalwarts of the technology sector, bring out a study like this that unquestionably expands upon others previously published by the organization. In the other side, diversity evidence appears to be lacking. The report notably neglected to highlight intersectional demographics or other demographic statistics such as gender and ethnicity in relation to wages for example. There will still be more work to do in building supportive, safe environments where everyone is respected and can do their best work.

References

Microsoft. (2019). *Microsoft 2019 Annual Report*. https://www.microsoft.com/investor/reports/ar19/index.html

In-text citation

Parenthetical:

(*Kaplan and Norton*, 1998)

(*Microsoft Shareholder Letter*, 2019)

(*Microsoft Annual Report*, 2019)