**Course Code:** ANL201 Data Visualisation for Business

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1. Microsoft’s Mission statement is stated in the letter of shareholders, and it is to “empower every person and every organisation on the planet to achieve more[[1]](#footnote-1)”.

This mission statement is a consumer/customer oriented statement.

It means giving control to every individual person and every individual organisation, through its products and services, and enabling them to be, and to do things more effective and efficient. We are currently in a digitalised world, and being a technology giant, Microsoft wants to see that its products and services benefits the society as a whole.

Through empowerment and allowing more control in their daily activities, Microsoft hopes all users realise their full potential and feels more confident and capable.

The letter went on to mention that “It grounds us in the enormous opportunity and responsibility we have to ensure that the technology we create always benefits everyone on the planet, including the planet itself1” further show the level of commitment that Microsoft has to empower everyone.

1. In my opinion, I feel that Microsoft vision is to “help make small businesses more productive, multinationals more competitive, nonprofits more effective, and governments more efficient. They improve healthcare and education outcomes, amplify human ingenuity, and allow people everywhere to reach higher1.”

Microsoft presents its products and services that deliver value to its customers, and wants to connect people together and improve their daily lives. For those organisations and individuals who are tech-savvy, Microsoft wants to make them more productive, effective and efficient. For those who are technology illiterate, Microsoft wants to educate them. For those located remotely, the technology giant aims to bring these group of people closer than before. Through technology, it allows people to access to information, healthcare and education easily.

1. The broad strategies themes of Microsoft are:
2. Reinvent productivity and business processes
3. Build the intelligent cloud and intelligent edge platform
4. Create more personal computing
5. Reinvent productivity and business processes

Microsoft wants to transform the old fashion way of people working in a rapidly evolving business environment. Organisations and businesses are now using digital technologies for their daily operations and are also becoming a digital company themselves. Products can be easily accessed and discovered by the world. This in turn, allow Microsoft to untap new market, creating new customers segments and at the same time, enhance existing consumer experiences.

1. Build the intelligent cloud and intelligent edge platform

With increasing unlimited data and mobile devices, Microsoft’s strategy to build the intelligent cloud and intelligent edge platform requires investments in datacentres and other state of the art infrastructures. It also needs to consider the security and integrity of the data should it land itself with classified governments data1. Intelligent cloud and edge platform allows for better user interaction as there is better artificial intelligence, and software and servers are better interlinked.

1. Create more personal computing

Using online platform to provide new user experiences for organisations to attract, retain and develop its employees/talents in a highly competitive job market. Personal computing also enhances gamers’ gaming experience. With personal computing, Microsoft also allow game developers to factor in cloud gaming, and gamers can play games anywhere whenever they want

1. The 4 stages of data visualisation process are 1. Data collection and storage. 2. Data pre-processing. 3. Graphics engine. 4. Human Visual and Cognitive Processing.
2. Data collection and storage

In the reinvent productivity and business processes, Microsoft may find trying to collect the relevant data difficult as they might not understand the market needs. As they are one of the market leaders, there is no standard measures, as such, the managers could be overwhelmed by the data collected.

1. Data pre-processing

As Microsoft aims to be the one of the leading services/products providers, the data collected may not be easily understood, or they might not be able to present the data in a way that is easily understood by the decision makers.

1. Graphics engine

Being a technology company, Microsoft is well-equipped with software to present their data. However, they need to know what to present on screen.

1. Human visual and cognitive processing

This stage involves interpreting the data collected. Microsoft might not be able interpret or manipulate the data, and as a result, need to go back to collecting the data.

1. Point no 1 – bad for the company

It was noted in the annual report that Microsoft develop most of their products and services internally through their engineering group, yet they have 44 patent infringement cases pending against them as of 30 June 2019. This figure is immaterial comparing to the 61,000 US and international patents issued and over 26,000 patents pending1, and should not be alarming as there will be products / specs similarity.

It is further mentioned that “internal development allows us to maintain competitive advantages that come from product differentiation and closer technical control over our products and services. It also gives us the freedom to decide which modifications and enhancements are most important and when they should be implemented1”.

“From time to time, we enter into broader cross-license agreements with other technology companies covering entire groups of patents. We also purchase or license technology that we incorporate into our products and services1” This also poses another risk of other companies unintentionally cross sell certain of their intellectual properties to Microsoft’s competitors. The above 2 paragraphs somehow contradict each other.

There will be some concern that Microsoft is not able to control any cyber risk it faced through those 3rd party licenses, and they need to work on those security loopholes.

Being one of the technology giant, Microsoft has the resources and the necessary talent to come up with its own products and services from scratch. In a highly competitive and dynamic industry, Microsoft can partner with other industry leading research organisations/institutes to research and develop new products and services exclusively. They can also consider partnering with other technology giants.

Rather than spending resources on research and development, Microsoft can also consider going into collaboration with other leading industry players, to share knowledge and expertise and for synergies purposes.

Point number 2 – good for the company

In the 90s and into the new millennium, Microsoft was once a dominating technology company that rule the desktop and laptop industry, with its Microsoft Office software. Later into the millennium, other technology giants like Apple, Hewlett-Packard, and China as the new market, started to capture market share..

As a result, Microsoft could no longer rely on its single product and began to diversify into other areas. However, it stayed close to its roots and work on what it is best known, software and technology. Unlike Nokia, who fell behind the handphone industry and was eventually replaced by other players, one of which is Apple. Ironically, Microsoft went on to acquire Nokia, and subsequently sold the business in 2015[[2]](#footnote-2).

In order to maintain its status as tech giant, Microsoft went into cloud computing, AI and server products. It even went into gaming with its Xbox to capture this upcoming market.

After exiting the handphone market with the sale of Nokia, perhaps Microsoft can consider re-entering, as it has shown that it is capable of diversifying and entering new markets with sufficient market research.

1. Microsoft Annual Report 2019, page 1 [↑](#footnote-ref-1)
2. https://www.forbes.com/sites/barrycollins/2020/10/05/microsoft-in-the-frame-to-buy-nokia- again/?sh=33e929867228 [↑](#footnote-ref-2)