Course Project - Microsoft Corporation Rough Draft

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**A Brief Description of the Of The organization**

Microsoft Corporation founded by Paul Allen and Bill Gates in 1975 located in Redmond Washington. Developed the first commercial basic operating systems known as Windows. In 1978 Microsoft exceeded over million and sales and by 1981 Microsoft entered into a contract with IBM to provide the operating systems for all their Hardware devices(desktop computers). 1986 Microsoft went public having dominated the market the commercial personalized computer systems. But since the early 80s and 90s Microsoft has not been able to bring a new product into the market that has dominated the marketplace. This analysis will show how Microsoft use operations management in different areas to stay competitive and to still deliver new high demand innovational technology.

**5 key concepts**

This analysis will highlight the 5 Microsoft operation management systems Location strategy, layout & design, Design of goods and services, Supply chain management and Proven research and development processes.

Since then the company has successfully become a global market leader and it was launched many products in the entertainment industry such as the Xbox one Azure cloud, and it's continued to supply over four hundred million Windows-powered PCs to people across the globe.

Microsoft employs over 88000 employees worldwide recruiting top Minds from across the globe. Priding itself as a highly multicultural and Diverse Workforce. With over 440,000 US-based employees and 629 facilities across the globe. Microsoft's product type divisions are the primary characteristics of Microsoft's organizational structure which can be broken down into 13 different categories as follows.

1. Office of the CEO
2. Worldwide Commercial Business
3. Marketing
4. Microsoft Global Sales, Marketing and Operations
5. Corporate Strategy and Operations
6. Microsoft Cloud and Enterprise Group
7. Human Resources
8. Finance
9. Business Development
10. Applications and Services Group
11. Windows and Devices Group
12. Technology and Research
13. Legal

**Evaluation of portions concern in global markets**

Since the early 1990s & 2000s and the rise of other tech company giants such as Google & social media companies such as Facebook. Microsoft has had to undergo very diverse organizational and operations management restructuring to compete with the Innovations and new systems of technology. Concerning both software operating systems and hardware products.

It was stated by the chief operating officer Satya Nadella, the many inconsistencies of the internal structure of product management back in 2002 were very ineffective nearly tanking the company and forgoing its place in the global market. Through this analysis, you learn how Microsoft overcome these obstacles and now utilizes a new operation management structure which has gained their leading edge and structured a secure future for their innovate and Technology.

The analysis shows how the strengths of management, human resources, strong brand recognition, production, marketing, information systems, and most importantly a proven R&D process relation to new technologies(A.I, cloud, & quantum science. It is the direct outcome of several operation management decision areas.

Such as the design of goods and services, quality management, location strategy, Supply Chain management, job design, human resources, and layout design strategies. Which has led them to achieve tactical Solutions to achieve operational efficiency? Automated production processes, streamline process designs, optimize productivity, real-time data optimizations, and proficient research and development allocations which allow them to pursue a wide array of Technologies.

This analysis will approve how a global Corporation such as Microsoft state current walking feeding with new leading Innovations in technology and still retains the title of how many fishing industry leaders through these systems and processes.

In 2002 Microsofts’s Chief Operating Officer Satya Nadella was hired to manage the chaos of their operations while keeping intact the innovative culture and creative atmosphere. Which at the time was noted to create unnecessary complexity within the company.

Overseeing areas such as Finance, manufacturing, Information Technology, Human Resources, public relations, and corporate marketing to streamline company business practices. as satay said, " to bring operational discipline" to the company through establishing centralized systems.

First, he exclaims how terrible Microsoft's global financial processes were with incompatible systems and Divergent practices causing all kinds of problems. They outsourced a global Finance reporting system to bring the chaos of key measures and financial reporting from different global locations or analysis of financial performance. This reflected the country's operation with many inconsistencies. Purchase orders were used by employees to get the parts they needed and there was no order to paying the vendors. The creation of simple purchase orders this was solved.

This is when they created a software platform called MS Market. A web-based financial reporting system that let Microsoft employees order any Supply they need it with accountability. Which reduces staffing needs and eliminated paper creating the find connections with suppliers.

At the time there were also no viable systems to track employees or organize and track human resources. Microsoft Management would hire employees and contractors with no accountability for the team projects they needed to build.

This was solved using an information system for Human Resource Management. To the creation of centralized systems and standardized practices, similar approaches were used to increase the efficiency and more strategic areas such a sales organization, research, and development the new strategic planning processes which he exclaims were almost non-existent.

He goes on to explain how they developed more formal planning processes they developed a 3-year plan process center for forecasting using variables such as historical data future projections market shares Revenue cost broken down by type and profits. These new systems have helped them organized the planning process is so they can carefully deliberate between new ideas and established products or services.

Companies such as Google and Facebook who focus on software-based quality to meet customer requirements based on global communication and web-based software. Employed different systems based on their product but where seamlessly more efficient meeting quality and industry standards. without this internal restructuring, Microsoft could have gone down a wrong path deliberately avoiding quality and industry standards. They moved forward restructuring implementing efforts of operations management they have solidified their markets and their future.

Since the long hard Day's past of chaotic questionable production management at Microsoft. They have Incorporated more processes and systems even to the point where many of these processes are automated the new technology, they have developed themselves.

Today Microsoft operation management uses an operational productivity decision-making process for their designs of good and services it now includes hardware and software products along with Microsoft Cloud Computing Services. Which has led to a variety of software products available in today's market?

**Explanation of these elements directly related to operations management**

These processes have changed Microsoft's internal structure for the better because now they don't have to keep up with the specific web software niche of global tech giants such as Google or Facebook. They have turned their vision to more relevant cloud technologies and hardware platforms including new technologies partnered with IBM such as quantum computing, A.I, machine learning, deep learning, and data science.

Microsoft's location strategy focuses mainly on human resources productivity with its corporate facilities. Using its computer software products to distribute to Target markets. However, products like Xbox which contain the entertainment industry they have to have special processes for their authorized sellers and locate distribution channels which consist of both virtual and physical locations to reach their target markets.

Microsoft layout design strategy uses advanced internal Computing technology such as in Houston automation of production fox 4 materials. Leaving offer their business partners the same technological solutions to achieve operational efficiency.

Microsoft's supply Chain management lets her operation managers maintain strategic decision areas by maintaining streamline integration of Supply chains monitoring their Global Supply chains through monitor computer networks based on real-time data stations. Microsoft operation management approach to strategic decisions or maximize the operational efficiency of the supply chain and its productivity. Which allows them to address opportunities and threats using the PESTEL/PESTLE analysis.

PESTEL/PESTLE Analysis model is a tool for identifying the external factors that influence the remote or macro-environment of Microsoft. The PESTEL analysis is an acronym for a tool used to identify the political, economic, social, technological, environmental, and legal, external forces facing the organization.

In the case of Microsoft, the following external factors are significant in strategic decision-making. Panmore Institute. (February 21, 2017).

**Political:**

* Political stability in the majority of markets (opportunity)
* Increasing governmental support for automation (opportunity)
* Increasing international trade agreements (opportunity & threat)

**Economical:**

* The considerable economic stability of the majority of developed countries (opportunity)
* The high growth of developing countries (opportunity)
* Growing middle-class disposable income (opportunity)

**Social:**

* Stable attitudes about leisure (opportunity)
* Increasing cultural diversity (opportunity & threat)
* Stable demand for high-quality customer service (opportunity)

**Technological:**

* The rapid adoption of mobile technology (opportunity & threat)
* Increasing volume of online transactions (opportunity & threat)
* Increasing automation in businesses (opportunity)

**Environmental:**

* Increasing preference for green products (opportunity)
* Increasing focus on business sustainability (opportunity)
* The increasing availability of recyclable materials (opportunity)

**Legal:**

* Increasing electronic waste disposal regulations (opportunity & threat)
* Improving patent laws (opportunity)
* Energy consumption regulations (opportunity)

This analysis shows how many opportunities that Microsoft can utilize to boost the company's growth and expansion of global computer hardware and software.

Microsoft's proven R&D process is focused on research and development to maintain and increase lead segments in the multiple segments throughout the company in which it operates. Today Microsoft alligator high percentage of Revenue to research and development. It is reported in 2010 they spent 8.2 research and development. Which allows Microsoft to pursue a wide array of Technologies and Innovations.

Some of these Innovations are based on their Cloud infrastructure Azure which is an automated A.I cloud system. This same cloud system is being used in collaboration with IBM to bring Quantum computing to the cloud. This is just an example of the operations process is being retained have driven Microsoft Technology into the future despite not having products leading in the marketplace.

**Evaluation of corporate social responsibility issues with regards to quality standards**

Today Microsoft has developed optimize internal enterprise software systems to handle internal operations management. Moving to automate many of the operations management processes and tasks within the company, for projects, managers, human resources, productivity, employees, and many other factors outside of Microsoft. Microsoft has developed a commercial version of the operating systems management software called Microsoft operations management (Microsoft OM).

Recently Microsoft used its internal software-based system operations manager software (S.C.O.M) which is used to produce an address operation throughout their entire global company. Just reported in 2019 () Microsoft has moved away from this system to its Azure cloud-based technology which streamlines the automation of business and operations management with artificial intelligence. Making processes even more efficient for Microsoft to plan and develop new technologies.

This proves that without effective operations management the quality of their systems concerning partners in their Global Network could have injured them in the global Marketplace. They've also secluded to breaking off into their industry staying true to their characteristics hi-tech products and industry services to creating Central systems and standard Rising them through sound operations business practices.

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