Microsoft Board of Directors

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<u>Chris Capossela</u> Chief Marketing Officer, Microsoft

As a long term member of the Microsoft family and the current Chief Marketing Officer for the company, Chris Capossela's main goal is to focus on the branding of the company, in order to guarantee the most revenue on new products and software. The board member will consider things such as how to improve the branding of the company and the type of audience Microsoft's marketing team should be targeting in regards to the future of the business. Marketing is such a large part of the tech world, even more so if Microsoft plans to focus on the consumer market; many large decisions will require planning from all board members in regards to the future branding of this tech corporation.

Topic 1: Strategic Placement

Although often compared to Apple and Google in terms of their phone market and X-box, system it is often overlooked that Microsoft is not meant to be a consumer based company as it's main sources of revenue comes from the enterprise market¹. As Microsoft has grown it has struggled with how to define itself; the company is marketed as a consumer brand in regards to it's windows 10 mobile, surface pro and x-box system but it is competing in the consumer market with brands it is not cut out to face². Microsoft needs to make a key decision is whether to continue dabbling in the consumer market or fully commit to marking towards businesses, as the branding of the company isn't clear to most consumers.

The success of this re-branding will rely heavily on how Microsoft decides to market products such as, the Surface Pro and Azure cloud, as these products could be sold towards both consumers and enterprises³. With the recent upgrade

¹ Geoff, Duncan. "Why Microsoft doesn't need your money: Business brings home the bacon." *Digital Trends*. N.p., April 20, 2012. Web. 7 Nov. 2016.

² Jay, Yarow. "Here's The Only Thing Satya Nadella Needs to Realize About Microsoft." *Business Insider.* N.p., Feb. 4, 2014. Web. 7 Nov. 2016.

³ Sarah. K, White. "5 reasons the Surface Pro 4 is fit for the enterprise." *CIO.* N.p., Jun 9, 2016. Web. 7 Nov. 2016.

to Windows 10 which brings Microsoft back to its business roots and moves away from a consumer appeal based image, CEO Satya Nadella seems to have a master plan as far as attracting the business based users with the more executive looking software. Nadella has clearly shifted his focus more towards things such as the Azure which brings forward large business opportunities- greater than Microsoft initially anticipated for this product⁴. It is important for Microsoft to realize that the company's software is what will attract customers; especially businesses interested in running their brand entirely on Microsoft products. Marketing should aim to target mid-market companies who are not running a compatible system of products using things such as the azure cloud or the office suite. Offering things such as half a year "free trials," for companies interested will allow time to highlight the beauty of the fluency of the Microsoft products that work together in such a beautiful fashion to enterprises.

Although not the reaction Microsoft was hoping for in regards to the launch of Windows 10, as time continues users will grow to like the unfamiliar format once the functionality becomes clear. Echoing the previous statements, allowing for business to become well versed in the the operating system will increase licensing revenue⁵

Topic 2: Microsoft's Commitment to the Mobile Space

When it comes to the mobile space, Microsoft simply can not keep up with the consumer market who is constantly left wanting more in regards to each operating system that is released. This is again a mistake of competing against competitors who have already solidified the market of consumers looking for a phone for everyday use.

Microsoft OS regarding their phones has continuously lacked in the application market, which is automatically a turn off for the young consumer market. Although Microsoft's main target should shift to the enterprise market, many

⁴ Matt. Weinberger. "Satya Nadella's master plan for Microsoft is starting to work." Business Insider. N.p., Jan. 28, 2016. Web. 7 Nov, 2016.

⁵ Rene, Millman. "Happy Windows 10 day, but has the wait been worth it?" *ITPRO*. N.p., 29 Jul, 2016. WEB. Nov 7, 2016

executives would prefer access to main stream apps such as "Instagram," which runs a beta version with restrictions. It is major gaps such as these that led to the "death of microsoft's mobile space." The enterprise market is looking for a phone that is secure, manageable, and practical. Although less extensive Microsoft needs to limit their mobile space to a smaller market of professionals in the business world and leave the rest of the market for other companies⁶.

Microsoft's goal should be to focus on their investments where they are seeing the greatest success. Unfortunately, that may means abandoning emerging markets but only for their own hardware, not for the platform. Windows 10 Mobile lives on, but Microsoft won't be carrying the hardware torch any longer.

Topic 3: Microsoft's purchase of LinkedIn

LinkedIn is to considered to be the *Facebook* of the business world, it allows professionals to list past and present positions and education and connect and endorse colleagues. LinkedIn was founded in 2002 and has a currently number of 450 million users⁷. The website has key features for companies "head hunters," that allow to recruit the most qualified employee for the job. The company has purchasable features such as the sales navigator, which allows businesses to purchase and view personal information about potential employees that non-paying LinkedIn members can not view. Although LinkedIn is the leader of platforms regarding connecting professionals some may argue that this website has peaked, so how will Microsoft benefit from it's 26 billion dollar purchase?⁸

At 26.2 Billion dollars LinkedIn is Microsoft's largest ever acquisition Microsoft needs a return on investment and a large one. Sales force is a cloud based customer relation program that was created by Marc Benioff, this company similar to LinkedIn, is a cloud that allows you to manage your company's customers regarding their personal preferences, past purchases, employment and

⁶ Daniel, Rubino. "New Microsoft email reveals shifting mobile strategy, claims Windows phone investment 'not at risk." *Windows Central.* N.p., May 26, 2016. Web. Nov 9, 2016

⁷ "Numbers of LinkedIn members from 1st quarter 2009 to 2nd quarter 2016 (in millions)." *Statista 2016.* N.p., 2016. Web. Nov 9, 2016

⁸ Christopher, Mims. "Why Microsoft Bought LinkedIn." *The Wall Street Journal*. N.p., June 14, 2016. Web. Nov 9, 2016

even behaviors. As sales force gains traction and becomes more notable, it is in Microsoft best interest to use the users and software their already have access too regarding LinkedIn to take Sales Force head on. Microsoft already has developed the very notable cloud that is known as one of the best, combining both the Azure with LinkedIn will allow for LinkedIn to become a large part of the enterprise business and appeal to new business looking to become committed to Microsoft's products.

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