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Microsoft quickly approaches a time where it will stand at a crossroads. While in the past Microsoft has been both a leading innovator and a global giant, it becomes clear now that it is only desperately clinging to the latter while the former is simply something to remember the golden era of Microsoft by. Although Microsoft is desperately trying to hold onto its dominance over the laptop and desktop software markets, no new draws are being developed to convince new consumers to buy pcs. All of this has contributed to the overall position Microsoft is in now, with no clear direction. Although Microsoft has attempted to emulate both Google and Apple, it has done so with little success.

It has become abundantly clear that in order to return to its former status, Microsoft will need to employ new strategies and restructure sectors of the company that have failed to meet goals. By making separate components of the Microsoft ecosystem work more closely with each other, new incentives can be created to draw in consumers. By more closely incorporating things like Skype into the Outlook and Office ecosystem, the benefits of switching to other Microsoft products will become more apparent to consumers.

Although some sectors of Microsoft could be revitalized with relative ease, other issues, such as the decline of hardware and mobile sectors of the company will require more carefully crafted plans to breathe life back into them. While Microsoft has a commitment to the mobile-space, trying to fulfill this commitment with hardware has yielded poor returns in the past. Perhaps it is time to focus efforts away from failed hardware attempts, and invest into the expanding already successful software into the mobile space. By developing more sophisticated applications for other operating systems that work with each other, Microsoft's software offerings can begin to compete with software built natively into the operating system.

In terms of hardware, Microsoft should continue development on the Surface line as an affordable competitor to the new MacBook. By switching to an Intel Core M processors and subsequently removing the fans, the surface will be able become thinner and deliver on its promise of a tablet form factor with the performance of a laptop. By focusing on delivering to two similar markets (the netbook and tablet markets) with one device, that device could do relatively well in both markets. The current situation puts the surface pro in both the high-end laptop market and the tablet market, and although it is a good product, it is relatively worse than products focusing on just one of those two markets.

As far as the LinkedIn acquisition goes, LinkedIn should continue to operate separately from Microsoft, however components of it should be incorporated into Windows OS and Microsoft Office products to incentivize self-employed individuals, which use LinkedIn to reach out to potential customers, to switch to other Microsoft products as well.