

Position Paper

Microsoft's future a bright one. It is a future where productivity, vision, perseverance, and action are the forerunners that will bring about many more years of the success to the tech giant. Awe, admiration, and reverence towards this company are building blocks to the bright future we foresee as the Microsoft board. Indeed, however, crucial decisions must be taken to polish this future into ceaseless productivity. Taking part in the Microsoft board, and as Jeff Weiner, I am determined with my utmost ardor to help the Board bring about this innovative Microsoft vision.

Microsoft has been active in both the consumer sphere and enterprise sphere for forty-one years. Undoubtedly, Microsoft exceeds every realm of enterprise commercial trade. It has implemented its technology into hundreds of millions of enterprises, including municipalities that obtain immense numbers of tourists. Examples of such cases can be the municipality of Barcelona and Tel Aviv. Both cities transformed their data into a cloud based solution, utilizing the Azure cloud system. Office 365, Dynamics, and the Azure are Microsoft's leading products that produce incredible revenue, thanks to the enterprise sphere. On the other hand, Microsoft's past in the consumer sphere seems rather blatant. However, with vision and aspirations, one cannot ignore the latent growth that awaits Microsoft with the near coming Surface devices. Especially, the Surface Studio seems to be an amazing breakthrough in the relationship between the user and its goal, which is refined through the usage of the Microsoft Studio. The Microsoft Studio is a chance to crack even deeper into the consumer sphere and the enterprise sphere. That is due to its potential to be the most popular tool for architecture, art, and other institutes of any kind. A random user of the Surface Studio in a company can be surprised and perhaps buy home for his home. Which brings me to another aspect of the Microsoft vision for the future. Google had ushered to such success since consumer users were so used to using google applications in their day to day life. Thus, the implementation of google applications into the world of enterprise and education was inevitable. The Google apps effect is the same approach which Microsoft should focus on, yet reverse the process completely. Enterprise workers that have Microsoft products implemented into their business life (Office 365, Azure, Dynamics, Surface devices) will slowly integrate these same tools into their homes and daily lives. That is where I see a key change can occur. With a strong foothold in the enterprise business, and new promises in the consumer sector, Microsoft seems stable, powerful, and focused.

Of course, Microsoft still maintains dark spots which can, and will be fixed. The question that surrounds us is do we want keep on investing in the smartphone world, and will it better the state of the company. To answer this, the past must be forgotten, and the future must be envisioned. We must pronounce Microsoft as a new, innovative, and thinking company. We must formulate all the possibilities, calculate, and then decide. Therefore, due to our large R&D resources, we must not limit ourselves, and keep on investing the time in smartphones. It is important to consider the vast efforts that have been put into our soon-to-be-released Surface Phones which look promising. The Windows 10 is improving week by week, the question is where and how can the hardware better itself to disrupt the market. Microsoft is slow in that process of releasing new devices because of several reasons. Prominently, it can give breathing time for OEMs to create better hardware. Additionally, a new update to the OS, named Redstone, will better the system and augment integration of Windows 10 for PC. Microsoft dives deeper into its innovation by even dividing the new phone type possibilities into consumer phones, and enterprise phones, which can produce vivid revenues.

Microsoft's vision when purchasing LinkedIn was to incorporate the world's professional cloud service with the world's professional network. LinkedIn's entrenched goal for the past several years is to create a digital map of the global economy. This means having a digital profile for every member of the world's workforce. Additionally, it is the creation of a profile for every company, which will contain a listing of all possible jobs given by the company, and the skills needed to have these jobs. Lastly, the "Learning" branch of LinkedIn will make sure to teach such skills. This culminates into the following phrase "[LinkedIn is about] creating economic opportunity for every member of the global workforce" (Jeff Weiner). To make such visions come true, especially the mapping of the global workforce, Microsoft now has the power to make these goals reality. However, this goal is slowly realizing itself, even before Microsoft jumped on the train, as LinkedIn's member participation surged from 277 million members to today's 450 million within less than two years. Synergies between the two worlds to make Weiner's and Nadella's vision come to being are key, which will unlock the transformation of technological dependency.