Microsoft Board of Directors

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Topic 1

There are many aspects of today’s technology market and even more companies competing within them. Many companies are struggling to find a foothold and define themselves in the fast paced, rapidly changing marketplace. Microsoft is not immune to these changes. The company has come a long way since its early days but in the last decade has begun to lose its dominant ground. It is not always easy to know what the next big thing will be in the tech market and when it immerges it can be even harder to get on the cutting edge with it. For this reason, it is important to decide on market positions that will ensure success and growth.

There are many ways to tackle the marketplace but the one I feel is most beneficial is to focus attention and energy on our cloud computing and software development arm of the business. This is because I believe that this is the aspect with the most advancement currently and the one with the most potential for growth and return. Cloud computing resources are the glue that keep all your devices linked together. We want to get users moving towards Microsoft products and this is the cheapest avenue for them to do so. Once we have their business on that front, it will be a much shorter short leap to use integrated devices produced by Microsoft. Within the cloud computing umbrella, I believe that developments should be focused around corporate side. Though declining, it is a staple of our business and it is important to protect that market where we hold dominant. The mobile market is one which is held a lot tighter right now. It would be wise to wait before investing even more resources towards it. Currently, we have better ways to focus on invigorating our profits. In the OEM area of our business it is important to keep working on bettering our OS. One way we could try to stop the decline in revenues is to attempt to assist with services or software help businesses migrate data to new OS’s from older operating systems. This would make computer replacement more feasible for some companies. We should also further our marketing of the OS making sure that people are aware of the benefits of upgrading, how easy to do it is and how similar the OS is to older OS’s to help prompt those afraid to transition. Another possible area to consider is the gaming market. Most gamers already prefer our OS to competitors but it could be a huge asset to consider furthering that business and games and entertainment for today’s youth moves in that direction. One thing which could be considered is a trying to merge online services for games (Xbox Live and PC).

There are many exciting things on the horizon for Microsoft. I believe that with a plan like this one we have a chance for not only market share retention but growth.