 Trevor Eckhoff

Panos Panay

Microsoft Board of Directors

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With Steve Ballmer’s retirement and the passing of his CEO position to Satya Nadella, Microsoft has been undergoing changes to rebrand itself.[[1]](#footnote-1) With the introduction of Microsoft’s cloud computing platform Microsoft Azure (established in 2010; renamed in 2014,) Microsoft poses a serious threat to competition in the cloud-computing market; they receive around 10,000 new users a day, according to CEO Satya Nadella.[[2]](#footnote-2) However, the most profit from the company is found in their commercial software licensing such as Windows 10, Microsoft Office, or access to Microsoft Azure to companies as opposed to consumers.[[3]](#footnote-3)

Through the data that is provided, the smartest and safest investment seems to be increasing the funding of corporate and commercial software, as that makes up 59% of the company’s revenue.[[4]](#footnote-4) However, funding new developing hardware such as Virtual or Augmented reality, could end up more successful in the end. These are growing industries, and are expected to grow from the current $5.2 billion to $162 billion by 2020.[[5]](#footnote-5) The Microsoft HoloLens is a step in the right direction, however it is not yet released to the consumer market, and is currently focusing on developers and commercial businesses.[[6]](#footnote-6)

The Mobile Market cannot be ignored, either. While phones lost an estimated $4,344,000 between the 2015 and 2016 fiscal years, the Microsoft Surface has generated $208,000.[[7]](#footnote-7) While the latter seems more insignificant than the former, it shows that people who purchase mobile products from Microsoft are usually looking for a mobile workstation, not mobile phones. The speculated Microsoft Surface Phone would bring those two together, creating a balance of what consumers and commercial businesses would want from their mobile device.

The introduction of Universal Windows Platform (UWP) development, which allows the same programs to be written for Windows 10, Windows 10 Mobile, and xBox One was a smart move by Microsoft, by allowing the applications for one platform to be used by another with no extra work required. This solves a huge problem with the Windows Phone; the lack of apps developed for it.[[8]](#footnote-8) Microsoft has already taken steps to incorporate its other services into the mobile platform.

Microsoft’s acquisition of LinkedIn has opened the doors to many new opportunities. The data Microsoft acquired for $26.2 billion[[9]](#footnote-9) could be used for many things. If integrated with Microsoft Office, it could allow for an automatic résumé maker. Microsoft is already integrating the data into sales and marketing along with Adobe - making it easier for companies to see what customers are doing.[[10]](#footnote-10) Integration between LinkedIn, Microsoft SharePoint and Microsoft Dynamics ERP could create a perfect business suite of tools for any business type or structure.

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     [↑](#footnote-ref-10)