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***Position Paper for the Specialized Agencies, Microsoft Board of Directors***

**Topic I: Strategic Placement**

Microsoft should be focusing more on investing in the enterprise side of business since it is already well established and attempting to re-establish a hold on the consumer side of business would be a huge risk that might result in losing both industries. We should still maintain commitment to our consumer products as it is still part of our revenue but it should not be the priority now. Nokia’s strategy in pushing out low-end phones was never even working. The biggest problem with Windows was that there was a huge lack of apps for the consumer, especially on mobile that were on iOS and Android. However, that won’t matter as much since very few are needed by enterprise users. Our largest revenue was coming from commercial licensing of 46% in 2015. Microsoft has a lot of companies who are using Microsoft technology. For example, Microsoft Word or Microsoft PowerPoint, any of those types of software are generally the preferred over any other type of alternative. Cloud revenue alone is generating more money compared to previous years. Also, to help stop the decline in revenues coming from Windows 10, we might have to change the design because it doesn’t particularly cater specifically to a genre like Apple does to its simplicity in design and usage. Majority of the reason why it is declining is due to the Windows phone decline. It doesn’t appeal to many people as Apple is simple and Android enjoys customizations, Windows is neither of those.

**Topic II: Microsoft’s Commitment to the Mobile Space**

In this situation, the best route for Microsoft would be to start allowing a larger access to apps as it is the main reason for the Windows Phone’s downfall. That is generally considered its number one problem, unlike its counterparts of Apple and Android, it doesn’t have an app store or a play store to download games and apps from. Getting a Windows phone for any young user would practically be impossible because social media apps like Instagram and Snapchat would be unavailable. Microsoft or Nokia phones also aren’t aesthetically appealing which can sometimes be a factor in whether someone buys a certain phone. Therefore, having a nicer, less cheap design would help. Lastly, our interfaces could use some updating because the vast majority of people who buy phones are accustomed to a phone where you scroll through apps and can place apps in folders to organize them. I am not saying to update the interface to be exactly like that but change it in a way so that people can adjust to it easier. There is constant competition when it comes to mobile devices but currently, Apple is getting criticized for their lack of actual new features and a 3.5mm jack whereas Samsung is getting criticized for producing an exploding phone. Moreover, we should integrate the idea of incorporating Xbox or HoloLens into our mobile devices because it is something new for the market that other companies haven’t put out. I believe it is worth a try.

**Topic III: LinkedIn Acquisition**

In this acquisition, LinkedIn will be able to synergize with divisions like Microsoft Business and Online Services. LinkedIn will be able to enhance services like Bing as it will contain 400 million working professionals’ profiles of their past jobs, what they have studied, where they have studied and more. Outlook will also be enhanced by LinkedIn as they can convert all the LinkedIn profiles to Microsoft account, improving workplace efficiency and finding workers to be easier. We are basically receiving a lot of valuable data for Bing to somewhat catch up with other services like Google. This can also be incorporated into Cortana (Voice Assistant) so that it is more business oriented for workers. Overall, LinkedIn will be able to improve Microsoft’s internet presence while incorporating cloud services and instant messaging like Skype while setting up things like online meetings. The product or service we produce must take full advantage of LinkedIn’s clout so that it creates an impact and disrupts other industries.

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