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1. Strategic Placement

Although, for the longest time, Microsoft has focused on software development, we have taken steps to enter the hardware industry as well. Microsoft has released a series of phones, tablets, PC’s, and game consoles (Windows Central | News, Forums, Reviews, Help for Windows Phone) over the last five years. We have also launched Microsoft Azure – a cloud computing platform. Despite our amazing brand recognition, Microsoft has not been able to grasp a significant market share in any of these sectors. I believe that for Microsoft to gain any sort of success in these extremely competitive markets, we must buy out the competition. Smaller companies account for a significant amount of market share, especially in the last few quarters. We should do everything in our power to increase our market share.

1. Microsoft’s Commitment to the Mobile Space

Within the hardware industry, there is the mobile space. These are products such as phones and tablets. We have products in this area as well, yet we haven’t had much success because our products have been labeled “not user-friendly” ("Windows Phone"). The current leading companies in this industry are Apple and Samsung, who are constantly battling for number one. Apple products run on a system called IOS, Samsung (and other brands) runs on a system called Android. Microsoft’s mobile products run on the Windows system. Most applications for these products run on either IOS or Android. For our products to do well in this market, we need to have applications that will work on Windows. We need to work with application developers who will help us to create applications specifically for Windows.

1. LinkedIn Acquisition

With the recent LinkedIn acquisition, it is important that we take advantage of this investment in a timely manner. Although LinkedIn will retain its brand and independence, the CEO of LinkedIn, Jeff Weiner, will now be reporting to Satya Nadella, Microsoft’s current CEO. Recently, LinkedIn has launched a new mobile app which has increased member engagement and enhanced the LinkedIn newsfeed, delivering better insights to the business world ("Microsoft to Acquire LinkedIn | News Center"). It is possible for LinkedIn to synergize with Microsoft’s Outlook. Allowing members to link their accounts can create a more interactive community. This LinkedIn acquisition is an incredible opportunity that we should take advantage of.

Works Cited

"Microsoft to Acquire LinkedIn | News Center." News Center | News, Perspectives and Press Materials from Microsoft on News and Events Affecting the Company and the Tech Industry in General, news.microsoft.com/2016/06/13/microsoft-to-acquire-linkedin/#sm.000086v41211pndoauuuori2qb0g1.

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