**Committee: Microsoft Board of Directors**

**Delegate: Rachael Knuth**

**Character: Kurt Delbene**

**School: St. Mildred’s Lightbourn School**

Topic #1 Strategic Placement

Microsoft started its operations on April 4,1975, primarily focusing on the enterprise side of business. The company created its first operating software in the 80’s called Xenix, which later became the basis for Microsoft word. The company became successful after creating the operating software MS-DOS, which they only licensed to the fortune 500 company IBM. The deal with IBM made them the major software vendor in the industry. Microsoft instantly turned its self into an billion dollar company when they opened themselves up to the public in 1986. Continuing on the enterprise side of business they created windows office in 1989, which included excel, word and email system now known as outlook. Microsoft opened themselves up to the consumer side in 1995 when working with the internet and then creating the Xbox in 2001. Not long after the release the company discontiued the product due to competition of the PlayStation. Giving the consumer side of business a try again in 2005 when they released the Xbox 360, which sold much better and is still on the selves today1. Microsoft focused their efforts on the consumer side of business from 2001 til 2013 which was when Steve Ballmer was the CEO and revenue went down. In 2010 Microsoft’s switched back over to the enterprise side of business when realising Azure.2 This program quickly gained popularity and started generating revenue for a company that has been declining for a long time. Microsoft’s final effort to really stay on the consumer side of business was when they partnered with Nokia to release a good phone. The Nokia 1020 phone they worked on together was popular for a short period of time due the release of the Apple iPhone SE.3,4 Once Steve Ballmer left and the Mr. Nadella stepped up he started to turn the company around.

Since Kurt Delbene has rejoined Microsoft as the Executive Vice President, Corporate Strategy and Operations he has focused his effort on making the company better with the help of the CEO. Kurt’s focus while being at the company has been to stick to the enterprise side of the business. He has been encouraging Microsoft to purchase many different companies small and large. His new approach to acquiring these companies is by not completely uprooting them and assimilating them into Microsoft. Instead having them stay in their hometowns and working hand in hand with Microsoft as they make suggestions and help re work the company.5 Kurt’s largest project to date will be helping integrate LinkedIn with Microsoft.6

Research and data has shown that Microsoft has done the best in the past on the enterprise side of business. Focusing our efforts on the intelligent cloud division will ensure we have a steady income. As a company we should continue to look into smaller technology companies that can be bought and help grow. If Microsoft was to go the consumer side of business the changes I would propose would be changing design and features. Changing the designs of some of the programs to be more aseptically pleasing by softening up the colours. Changing the designs of the phones to be more ascetically pleasing like metallic colours and smooth lines and designs. Adding features to the phones like a program similar to find my iPhone on IOS devices and more apps to choose from. As a committee I would like to focus on the enterprise side of business. Personal goal will be to get people to focus on the intelligent cloud division of Microsoft as they are the division bringing in the most money.

Topic # 2 Microsoft’s Commitment to the Mobile Space

Microsoft entered the mobile space in 2000 with their pocket PC and worked with a company called Ericcson to bring email to phones. In 2001 Microsoft bought $12 million worth of Sendo’s shares and a seat on the board. In 2003 they worked with Motorola to create MPx200 with Microsoft’s software to create many windows phones and pocket PC’s. In 2005 Microsoft worked with Palm on Treo phones and came out with the ranges first wireless phones with Verizon. In 2006 the company worked with Nortel which was quoted as “an alliance between Microsoft and Nortel announced in July 2006 …  includes three new joint solutions to dramatically improve business communications by breaking down the barriers between voice, e-mail, instant messaging, multimedia conferencing and other forms of communication.”. In 2009 the company worked with Verizon again to put Bing as the search engine on all their phones. In 2009 Microsoft signed a contract for a multiyear deal to have their software on LG devices.7 In between all the work Microsoft has done with other companies, they were able to release many of their own phones some being more successful than other.

Many people are currently saying that windows failed and aren’t interested in reviving the phone side of the business. This is not true Microsoft has recently been working on downsizing their production to only focus on making phones with different unique features.8 Microsoft isdoing this to protect themselvesfrom further damage to the company like this example of having sold 8.6 million devices last year same quarter and only 2.3 million same quarter only one year later that meaning a 73% drop in sales. Microsoft is scaling down on the amount of phones they are producing and sold Nokia to Foxconn for $350 million in May of 2016. The company was able to write off all the money they spent on Nokia. They also had to lay off thousands of employees, which were also all paid off. Microsoft now says they are focusing on a new plan for their phones ones that are low cost devices, business phones and flagship phones.9

Microsoft really needs to focus their efforts on creating a flagship phone that is unique and different from anything else on the market currently. This can be done my making a phone that is ascetically pleasing on the outside with smooth lines and metallic colours. The window phones in the past has lacked in the amount of apps to choose from when comparing it to IOS or Android. In order to keep consumer interested and happy with the device they own we must as a company have the phones software updating frequently like IOS. Instead of making the consumer purchase another phone. Lastly the most important is my committee goal which is for Microsoft to integrate the cloud into the phone and computers as much as possible to end with a product that is similar to iCloud for IOS devices. If the committee is able to do this at all then we definitely have a shot at getting to the top of the mobile industry. My personal goal is to influence the committee to either have Microsoft focus being on our products on our devices or focus on Our apps on IOS and Android devices. Since there is a plan in place to improve the phone we will need to be heavily advertise the phone in a creative way to peak the interest in many consumers.

Topic #3 LinkedIn Acquisition

LinkedIn started in 2002 with Reid Hoffman as the CEO and launched his company in 2003 with little members on the cite. IN 2004 LinkedIn started to update its cite by adding groups and a place where you could search for jobs and subscriptions. In 2006 the company became profitable and updated their cite by coming out with public profiles and the side bar of people you may know. In 2007 Reid Hoffman decided to step down to run product and have Dan Nye bring new ideas to the company. In 2010 the company decided to change CEO’s again to Jeff Weiner. As CEO Jeff clearly defined LinkedIn’s strategic operations, values and mission.11 The same year LinkedIn got a private investor to purchase 5% of the company which was $53 million. LinkedIn in 2010 was looking to continue to update their cite leading them to purchase mspoke.com for $600,000. In 2011 the company went public with an IPO of $45 and ending the night with shares at $100. The company was quickly expanding leading them to open offices in many major cities across the globe.11 By 2013 LinkedIn had 225 million members and purchased many small tech companies that came with valuable technology patents.10 The companies last major deal before entering Microsoft was with Lynda.com which was purchased for $1.5 billion because they both want to help out professionals.11

Recently Microsoft purchased LinkedIn for $196 a share which totaled to $26.2 billion. Jeff Wiener, Reid Hoffman, Sayta Nadella and both boards of director approved this transactions. Sayta making a statement to the press after the deal was announced saying “Together we can accelerate the growth of LinkedIn, as well as Microsoft Office 365 and Dynamics as we seek to empower every person and organization on the planet.”. Even through the companies Microsoft has purchased Linkedin Jeff Wiener will still remain the CEO of the company but will report frequently to Microsoft. Kurt Delbene will be the primary person who will receive updates as he is the one who is responsible for the integration of the two companies.12 Microsoft even announced they plan to put LinkedIn under the Productivity and Business Processes Division.5 The deal will closed at the end of the 4 th quarter.12

As these two large companies have integrated themselves together they really need to focus on communication to end up with good results. Not only that but a good way of doing this is by advertising LinkedIn can also take advantage of Microsoft’s large advertising budget to put themselves out there. Lastly my committee goal is to pass a number of good business presentations. My personal goal is to make sure the two companies really take advantage of the cloud and use to receive the best possible result.

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