Topic 1: Strategic Placement

Microsoft is considered to be one of the leading companies in technology. However, the company is very scattered in its products, so much that it seems to be removing from the overall quality and care.

Microsoft should be investing its resources in sections that are lacking, since it’s already established in areas such as productivity and cloud services. Having an abundance of brilliant programmers and engineers, Microsoft should use these strengths to innovate and create new products, paving the path like it used to do. Also, since Microsoft covers such a broad reach, it has a lot of strong competitors in all sectors. Currently, the hardware for consumers are very weak on the market, especially the Windows phone.

Even though Microsoft is advanced in terms of technology, it should still be cautious of releasing new products over their pre-existing ones. The best example of this is Windows 10. Many argue that the best Microsoft OS was Windows 7, and while most users didn’t mind Windows 8, Windows 10 received a lot of negative feedback from the user base. Listening to the user base may prove to be helpful before the customers are lost to opposing brands.

In terms of consumers and enterprises, Microsoft does a good job of capturing both with most software and hardware alike. Having a huge international reach and an established market, Microsoft should focus on satisfying the consumers before then putting its focus on enterprises and developing products specific to them.

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Topic 2: Microsoft’s Commitment to the Mobile Space

Realistically, Microsoft will never be a big leader in the mobile market. iOS and Apple devices are currently the top competitors in the market, leaving little to no space for other phones. These are the choices that the common consumer use, and Microsoft has no space to sell the Windows phone, no matter how much they improve.

Thus, Microsoft should target the professional market with its mobiles. Creating a phone that can also serve as a PC with the combination of Microsoft’s impressive cloud can be the step into bringing the Windows phone back into the mobile market. Instead of targeting the casual user, the productivity services combined with many other Microsoft features can be of huge interest to enterprises and businesspeople who need a high end mobile device with more than just the phone functionality.

Microsoft has already started developing in this direction with the Continuum feature that allows the Windows phones to be able to connect to a monitor, computer and mouse. Thus, instead of competing with Apple and Android, it is essential that Microsoft continues to develop these types of features on their phone, and seek a new market.

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Topic 3: LinkedIn Acquisition

On June 16th, 2016, Microsoft and LinkedIn signed an agreement stating that Microsoft would acquire LinkedIn for $26.2 billion while letting LinkedIn keep its independence. A very bold move from Microsoft, there are a few strong synergies that these two companies could form.

Microsoft Azure is one of the leading cloud platform services at this time. LinkedIn, lacking in cloud based solutions, will be able to profit from Microsoft Azure. Not only does this help Microsoft against one of their biggest competitors, Amazon Web Services, Microsoft will be able to gather data from the millions of LinkedIn’s huge user base, analyzing the trends and improving their solutions.

Microsoft Dynamics is a customer relation management software used to help companies in their decision making, especially when it comes to the customers and sales. LinkedIn could very well benefit from Microsoft Dynamics, boosting their already well established business.

LinkedIn can also benefit from Microsoft’s productivity products, such as Office and OneDrive. Microsoft has already established a feature that connects LinkedIn to Office 365, connecting contacts and syncing the two accounts. This brings to Microsoft a whole new aspect of networking that has previously not been established.

The agreement with Microsoft and LinkedIn is a powerful one since it brings together two powerful companies that are at the top of their respective fields. The synergies and collaborations aren’t very budget consuming since they combine products and services that already exist. It should benefit both Microsoft and LinkedIn if executed correctly.

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