

MICROSOFT

Agnel Kispotta

MCA Student, College of Computer and Information Science, Srinivas University,
Mangalore, India

agnelk251@gmail.com

ABSTRACT

Microsoft Corporation (MS) is an American multinational technology company with headquarters in Redmond, Washington. It develops, manufactures, licenses supports and sells computer software, consumer electronics, personal computers, and related services. Its best-known software products are the Microsoft Windows line of operating systems,

the Microsoft Office suite, and the Internet Explorer and Edge web browsers. Microsoft was founded by Bill Gates and Paul Allen on April 4, 1975, to develop and sell BASIC interpreters for the Altair 8800. It rose to dominate the personal computer operating system market with MS-DOS in the mid-1980s, followed by Microsoft Windows. The company is run by a board of directors made up of mostly company outsiders, as is customary for publicly traded companies. Members of the board of directors as of January 2018 are Bill Gates, Satya Nadella, Reid Hoffman, Lee Johnson, Teri L. List-Stoll, Charles Noski, Helmut Panke, Sandi Peterson, Penny Pritzker, Charles W. Scharf, Arne Sorenson, John W. Stanton, John W. Thompson, and Padmasree Warrior.

We have discussed Microsoft Corporation Company, who are the founders and what type of products this company develops and sells, who are the board members of this company.

Keywords: Computer software, Consumer electronics, Personal computers, Microsoft Office suite, Operating systems ,Board of directors.

1. INTRODUCTION

The Microsoft Corp. is a publicly traded company known for producing and selling the Windows operating system, as well as software programs such as Microsoft Word, Microsoft

Outlook and Microsoft Internet Explorer. In 2010, Fortune 500 ranked the company as 36th on its annual rankings of America's companies.

Bill Gates and Paul Allen founded Microsoft Corp. in 1975. The first product the company sold was Microsoft BASIC, a computer programming language system for creating software. The company released its first version of Windows on Nov. 20, 1985.

Microsoft Corp. has its headquarters in Redmond, Wash. The company operates office locations in more than 60 countries worldwide. Its major operations centers are in Dublin, Ireland; Humacao, Puerto Rico; Reno, Nev.; and Singapore.

As of June 30, 2010, the Microsoft Corp. had 88,596 employees worldwide and owned more than 14 million square footage of commercial real estate around the world. The company's net revenue was \$62.48 billion at that time.

The Microsoft Corp. trades publicly on the Nasdaq stock exchange. The symbol "MSFT" represents the company on the exchange.

2. OBJECTIVES

- To know the leadership team at Microsoft.
- To analyse the services and solutions provided by the Microsoft.
- To know the Microsoft Partners and Alliances.
- To analyse the environmental strategy of Microsoft.
- To analyse the HR strategies of Microsoft.
- To find the competitors of Microsoft.
- To analyse the achievements and the growth of the company.
- To analyse the company using SWOT analysis.

3. SMART PRODUCTS AND SERVICES

Enhance the customer experience by using the Internet of Things (IoT) retail solutions to connect your business—from storefronts and hospitality establishments to smart products and more.

Devices like beacons, video cameras, and smart shelves provide valuable data that informs businesses on how their customers behave and how to best engage with them.

IoT data empowers organizations to assess the effectiveness of store layouts and product presentations, and more intelligently forecast inventory demand.

Digital kiosks, mobile apps, and rich customer data enable retailers to anticipate customer desires and effectively execute personalized campaigns as well as cross-sell and up-sell motions.

Decision makers can use real-time insights throughout the store to ensure a positive customer service, more effectively allocate staff, and improve operational efficiency.

4. CUSTOMERS AND STAKEHOLDERS

A variety of stakeholders and their interests impose a wide scope of issues on Microsoft Corporation. However, The company focuses on the most significant interests through its corporate social responsibility initiatives, Which emphasize human rights, Environmental sustainability, And business transparency. The following are the major stakeholder groups significant in Microsoft's business, Arranged according to the company's prioritization in its CSR strategy:

1. Customers (highest priority)
2. Employees
3. Communities
4. Investors
5. Governments

Customers (Top-Priority Stakeholders). Considering Microsoft's business growth needs, customers are the top-priority stakeholder group in the company's corporate social responsibility strategy. These stakeholders are mainly interested in reasonably priced effective products, Along with high-quality customer service.

Employees. Human rights are among the main thrusts in Microsoft's corporate social responsibility programs. As such, employees are the second-priority stakeholder group in the company's CSR approach. The interests of employees are competitive compensation, as well as fair labor and employment practices. These stakeholders are significant because of their direct effect on Microsoft Corporation's organizational performance through human resource competence and productivity.

Communities. Communities are among the major stakeholder groups in Microsoft's corporate responsibility strategy, considering that the company includes environmental sustainability as one of its CSR thrusts. Communities are interested in corporate support for development, such as through livelihood programs and environmental protection. These stakeholders are significant because they affect Microsoft's corporate and brand image. For example, customers use community impact as a criterion in evaluating brands.

Investors. Microsoft identifies transparency as one of the main thrusts in its corporate social responsibility strategy. In this regard, investors are among the main stakeholder groups in the computer hardware and software business. Investors affect Microsoft through the availability of capital. The interests of these stakeholders are business growth and accurate financial reporting.

Governments. Microsoft's corporate social responsibility approach considers governments as stakeholders in the business. This stakeholder group is significant because they directly influence the company's limits in doing business. Governments are interested in Microsoft's legal and regulatory compliance, as well as contributions to economic growth. The company satisfies these interests through stringent measures in the organization. For example, Microsoft's corporate guidelines require human resource managers to comply with labor regulations.

5. MICROSOFT CORPORATE SOCIAL RESPONSIBILITY STRATEGY

Microsoft Corporation's corporate social responsibility (CSR) strategy is founded on a number of international concerns regarding the computer hardware and software business. Archie Carroll developed the corporate social responsibility model to highlight the mutual influence among stakeholders and businesses. In Microsoft's case, stakeholders include persons and groups with a significant interest in how the company performs and interest in the impact of its computing products. As a major player in the global market, the firm must maintain an evolving corporate responsibility strategy to ensure that corresponding programs satisfy stakeholders' interests and enhance the brand and corporate image.

Using a continuously improving corporate social responsibility (CSR) strategy, Microsoft Corporation addresses stakeholders' interests that significantly impact the business. The company satisfies such interests through appropriate corporate citizenship programs based on international standards and guidelines.

6. HR HIRING AND TRAINING STRATEGY

Beginning from its initial days, Microsoft has believed in recruiting extremely intelligent staff, favoring intelligence over experience. Co-founder Bill Gates and Paul Allen shared a preference for hiring extremely intelligent not necessarily experienced, new college graduate dated from Microsoft's start-up days. Microsoft recruitment strategies reflect their philosophy-Microsoft is an aggressive recruiter and is often the first company to offer jobs to elite graduates at campuses and career fairs across the world.

In the beginning, the recruitment strategies at Microsoft included sourcing people from the elite educational facilities such as Harvard, Yale, MIT, Carnegie-Melon, and Stanford. Microsoft recruiter would visit these universities "in search of the most brilliant, driven students". The experience was not required and it was in fact, preferred that new employees had no experience. The selected recruits would undergo a selection process which was focussed more on problem-solving and thought-process and composure-testing exercise rather than the actual technical interviews, this interviewing process was seen as one which would push the interviewees to the limit of their creativity and analytic ability rather than their familiarity with a computer programming language. The importance of hiring the right people is also shown in Microsoft's 'n minus 1' strategy which means fewer people are employed than required. This policy reinforces that hiring the right people is more important than hiring just to fill a position.

7. COMPETITORS

Microsoft Corporation's (MSFT) primary competitors include some of the most prominent technology companies in the industry. The list includes well-known brands such as Apple (AAPL), Google (GOOG), SAP, IBM (IBM) and Oracle (ORCL), among others. Because Microsoft is a diversified corporation that offers many types of products and services, the company faces stiff competition in several key areas of the technology sector.

Main competitors of Microsoft -

APPLE
GOOGLE
AMAZON
ALIBABA
IBM
SALESFORCE

8. SWOT ANALYSIS

Strengths

- Existing market position
- Strength of brand
- Finance available
- Network of Microsoft Certified Partner

Weakness

- Maturing markets
- Lack in credibility compared with some competitors

Opportunities

- Synergies
- Partnership & alliances with PC producers
- Observed market changes

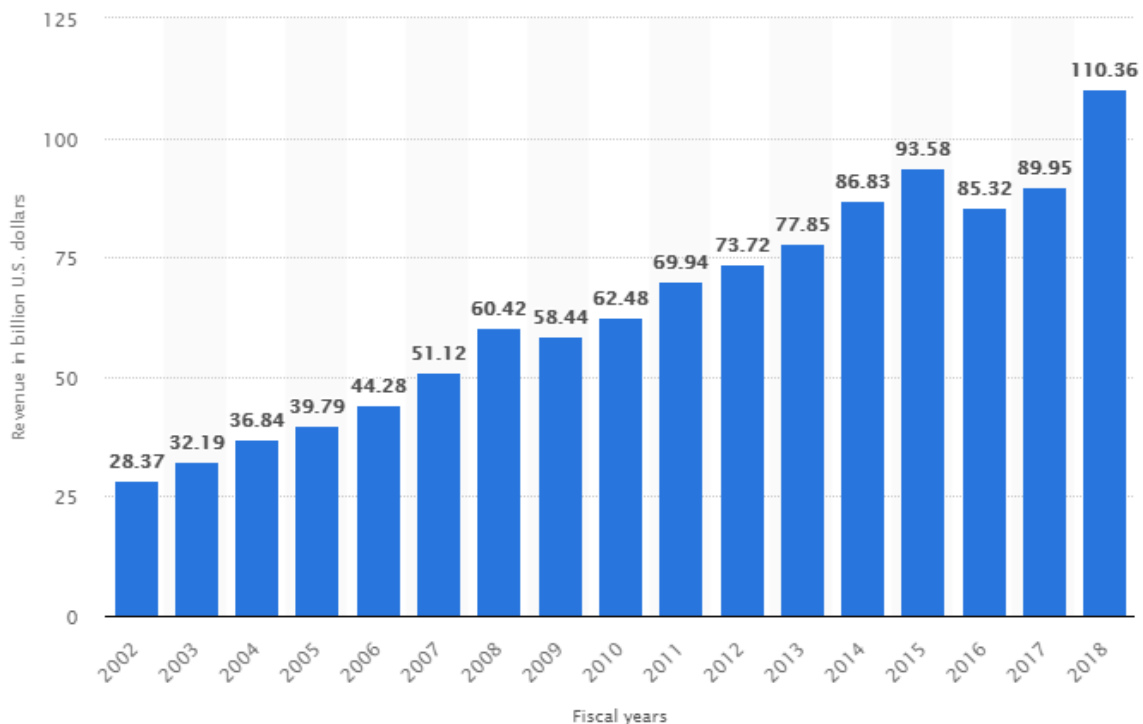
Threats

- Antitrust legal cases from rivals
- Threats from upcoming online brands
- Unauthorised/illegal trade in pirated goods

9. ANALYSIS

The statistic depicts a breakdown of Microsoft's revenue from 2012 to 2018 according to the business segments reported by the company. Microsoft generated 35.87 billion U.S. dollars in revenue from its productivity and business processes segment in its 2018 financial year.

Microsoft's annual revenue worldwide, from FY 2002 to FY 2018 (in billion U.S. dollars)



10. CONCLUSION

Microsoft Corporation is a technology company that deals with the selling of computer software and services. It's publicly traded and has been growing significantly since its inception. The company has grown its income base over the past few years. Comparing the income statements and the balance sheets for the past three years, the company current assets have risen significantly. The company's Accounts Receivables that ended for the quarter as of December 2015, the figure was at \$12,247 million. The company gross margin has, however, been on the decline for the past thirteen years (Microsoft, 2015).