

Thriving in an Increasingly Digital Ecosystem



A collection of seven overlapping presentation slides from Thecasesolutions.com, each focusing on a different aspect of innovation. The slides are arranged in a cascading, overlapping manner, creating a sense of depth and interconnectedness. Each slide includes a title, a brief introduction, and a list of key points or a short paragraph of text. The slides are: 1. 'Microsoft Background Information' featuring a photo of a man in a suit. 2. 'How does innovation impact Market Research?'. 3. 'How does innovation impact Finance?'. 4. 'Innovation and Microsoft's Products' featuring a small image of a laptop. 5. 'How does innovation affect production?'. 6. 'Mission and Team Statement'. 7. 'How does innovation impact the UK and keep employees engaged with a diverse culture, training and development?'. The website URL 'Thecasesolutions.com' is visible on each slide.

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Discuss how innovation impacts on the different functional areas of the business.

Functional areas of the business include:

- Finance
- Production
- Market Research
- Human Resources



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Microsoft Background Information

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- Annual revenues of more than \$32 billion
- Microsoft Corporation is more than the largest software company in the world: it is a cultural phenomenon.
- The company's core business is based on developing, manufacturing, and licensing software products, including operating systems, server applications, business and consumer applications, and software development tools, as well as Internet software, technologies, and services.
- Led by Bill Gates, the world's wealthiest individual and most famous businessman, Microsoft has succeeded in placing at least one of its products on virtually every personal computer in the world, setting industry standards and defining markets in the process.



Mission and Vision Statement

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Mission Statement:

At Microsoft, our mission is to enable people and businesses throughout the world to realize their full potential. We consider our mission statement a commitment to our customers. We deliver on that commitment by striving to create technology that is accessible to everyone—of all ages and abilities. Microsoft is one of the industry leaders in accessibility innovation and in building products that are safer and easier to use.

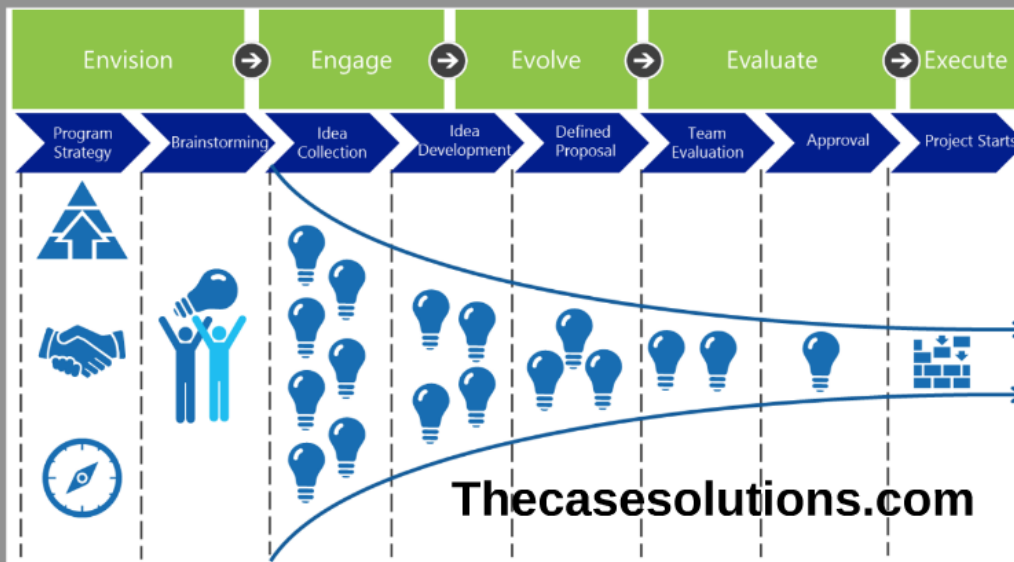
Vision Statement:

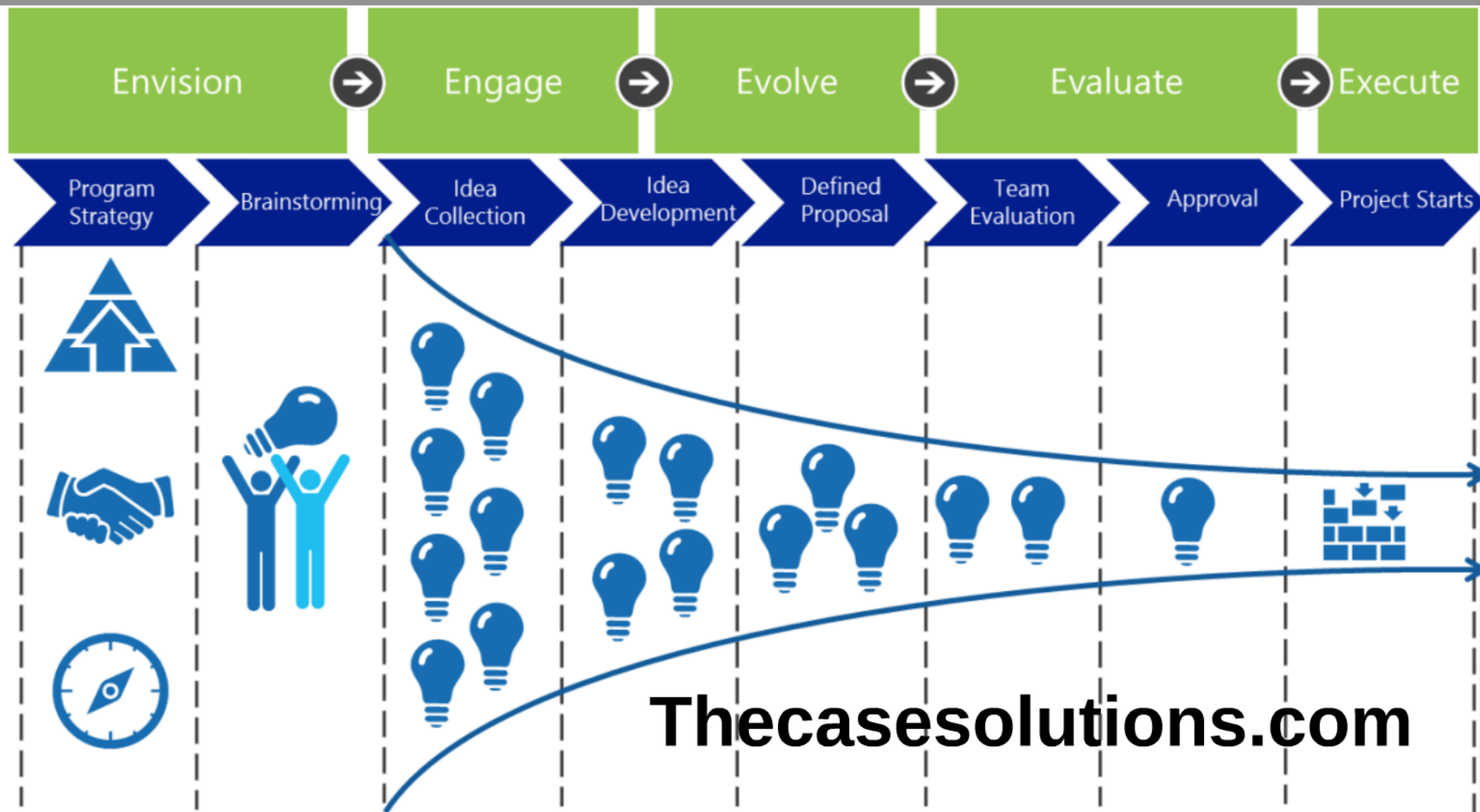
To be led by a globally diverse workforce that consistently delivers outstanding business results, understands the various cultural demands of a global marketplace, is passionate about technology and the promise it holds to tap human potential, and thrives in a corporate culture where inclusive behaviors are valued.

Innovation and Microsoft's Products

- The Microsoft Innovation Management Framework

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How does innovation impact Finance?

I believe innovation is the most powerful force for change in the world. People who are pessimistic about the future tend to extrapolate from the present in a straight line. But innovation fundamentally shifts the trajectory of development.

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- R&D costs lots of money
- This then puts pressure on Microsoft to recoup the costs spent on R&D
- During fiscal years 2012, 2011, and 2010, research and development expense was \$9.8 billion, \$9.0 billion, and \$8.7 billion, respectively. These amounts represented 13%, 13%, and 14%, respectively, of revenue in each of those years. We plan to continue to make significant investments in a broad range of research and development efforts.

