

The Transformation of NCR



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How does innovation impact Market Research?

Market research is the process of gathering information about a market, including the needs and preferences of consumers. Innovation can impact market research in several ways:

- 1. **Improved Data Collection:** New technologies, such as social media analytics and mobile devices, allow researchers to collect data more easily and in real-time.
- 2. **Enhanced Analysis:** Advanced data analysis tools, such as machine learning and artificial intelligence, can help researchers identify patterns and trends in their data.
- 3. **Increased Accuracy:** New methods of data collection and analysis can lead to more accurate and reliable market research results.

How does innovation impact Human resources?

Innovation can impact human resources in several ways:

- 1. **Increased Productivity:** New technologies and processes can help employees work more efficiently and effectively.
- 2. **Improved Job Satisfaction:** Innovation can lead to new and exciting job opportunities, which can increase employee engagement and satisfaction.
- 3. **Enhanced Learning and Development:** New technologies and training programs can help employees acquire new skills and knowledge.

How does innovation impact Finance?

Innovation can impact finance in several ways:

- 1. **Improved Financial Performance:** New technologies and processes can help companies reduce costs and increase revenue.
- 2. **Enhanced Risk Management:** New technologies and data analysis tools can help companies identify and manage financial risks more effectively.
- 3. **Increased Transparency:** New technologies and data analysis tools can help companies provide more transparent financial reporting.

How does innovation affect production?

Innovation can affect production in several ways:

- 1. **Improved Production Efficiency:** New technologies and processes can help companies produce goods and services more efficiently and at a lower cost.
- 2. **Enhanced Product Quality:** New technologies and processes can help companies produce higher quality goods and services.
- 3. **Increased Production Capacity:** New technologies and processes can help companies increase their production capacity and meet growing demand.

Microsoft for you education

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Check how innovation impacts the different business processes of your business

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Monitor and Manage Customer

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Innovator and Microsoft's Products

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

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Microsoft Background Information

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Mission and Vision Statement

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Innovation and Microsoft's Products

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How does innovation impact Finance?

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How does innovation impact Market Research?

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How does innovation affect production?

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How does innovation impact HR?

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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.

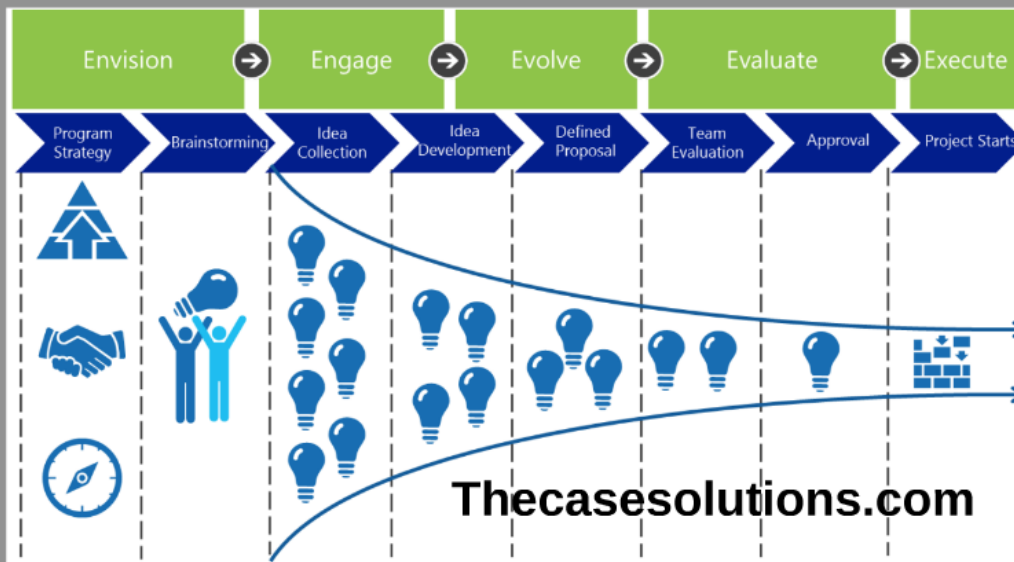
Vision Statement:

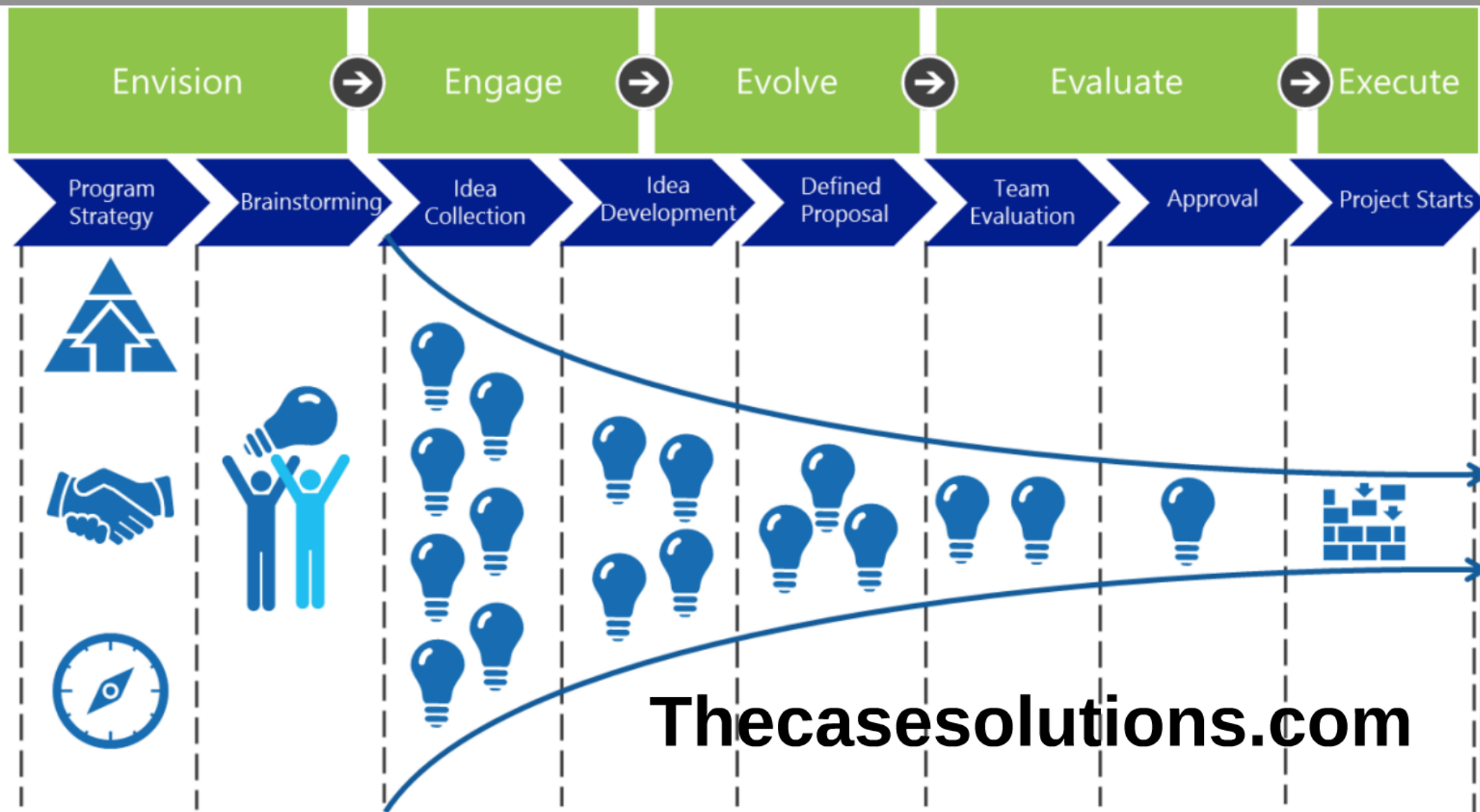
To be led by a globally diverse workforce that consistently delivers outstanding business results, understands the various cultural demands of a global marketplace, is passionate about technology and the promise it holds to tap human potential, and thrives in a corporate culture where inclusive behaviors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

