

# Skelta and the Microsoft Partner Ecosystem



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A collage of several case study cards from Thecasesolutions.com is arranged in a curved path. The cards are tilted and feature various titles and images. The largest card on the right is titled "How does innovation impact Human resources?". Other visible titles include "How does innovation impact Market Research?", "How does innovation impact Finance?", "Microsoft Solutions for Education", "Innovation and Microsoft's Products", "How does innovation affect production?", and "Microsoft and World of Warcraft". Each card contains text and small images related to the case study.

### How does innovation impact Human resources?

One reason to fully embrace the world today is that it provides... (text continues)

### How does innovation impact Market Research?

One reason to fully embrace the world today is that it provides... (text continues)

### How does innovation impact Finance?

One reason to fully embrace the world today is that it provides... (text continues)

### Microsoft Solutions for Education

One reason to fully embrace the world today is that it provides... (text continues)

### Innovation and Microsoft's Products

One reason to fully embrace the world today is that it provides... (text continues)

### How does innovation affect production?

One reason to fully embrace the world today is that it provides... (text continues)

### Microsoft and World of Warcraft

One reason to fully embrace the world today is that it provides... (text continues)

# Skelta and the Microsoft Partner Ecosystem



A collage of several case study cards from Thecasesolutions.com, each featuring a title, a small image, and a brief description of a project or initiative. The cards are arranged in a scattered, overlapping manner, appearing to float above a glowing blue and white wave pattern. The cards include:

- Microsoft Background Information**: A card with a photo of a man in a suit and a brief overview of Microsoft's history and mission.
- How does innovation impact Market Research?**: A card discussing the role of market research in driving innovation.
- How does innovation impact Finance?**: A card exploring the financial implications of innovation.
- Innovation and Microsoft's Products**: A card highlighting how Microsoft's products facilitate innovation.
- How does innovation affect production?**: A card examining the impact of innovation on manufacturing and production processes.
- Mission and Team Statement**: A card detailing the company's mission and the roles of its team members.
- How does innovation impact the UK and keep employees engaged with a diverse culture?**: A card focusing on the company's commitment to diversity and employee engagement.

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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.

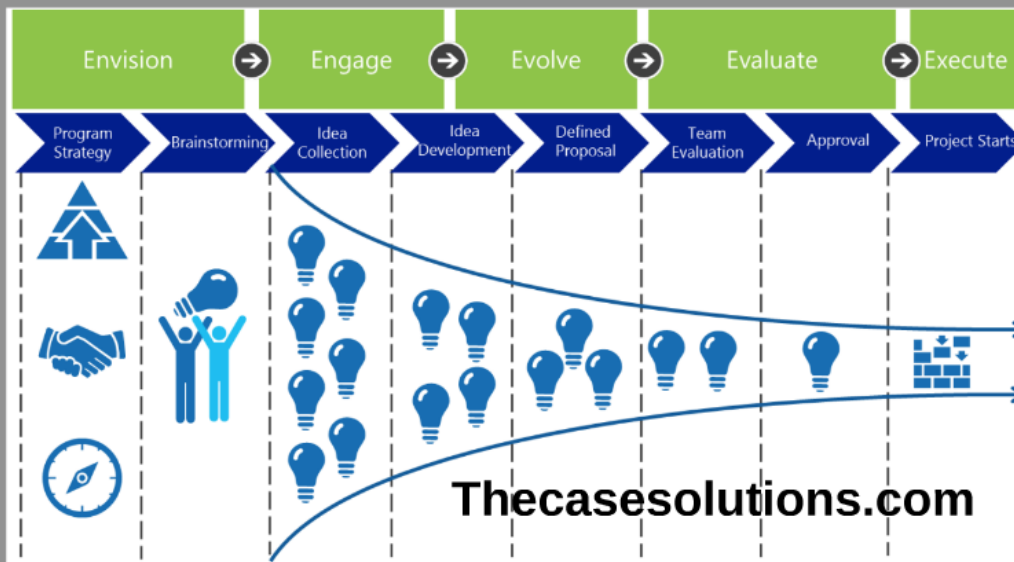
## Vision Statement:

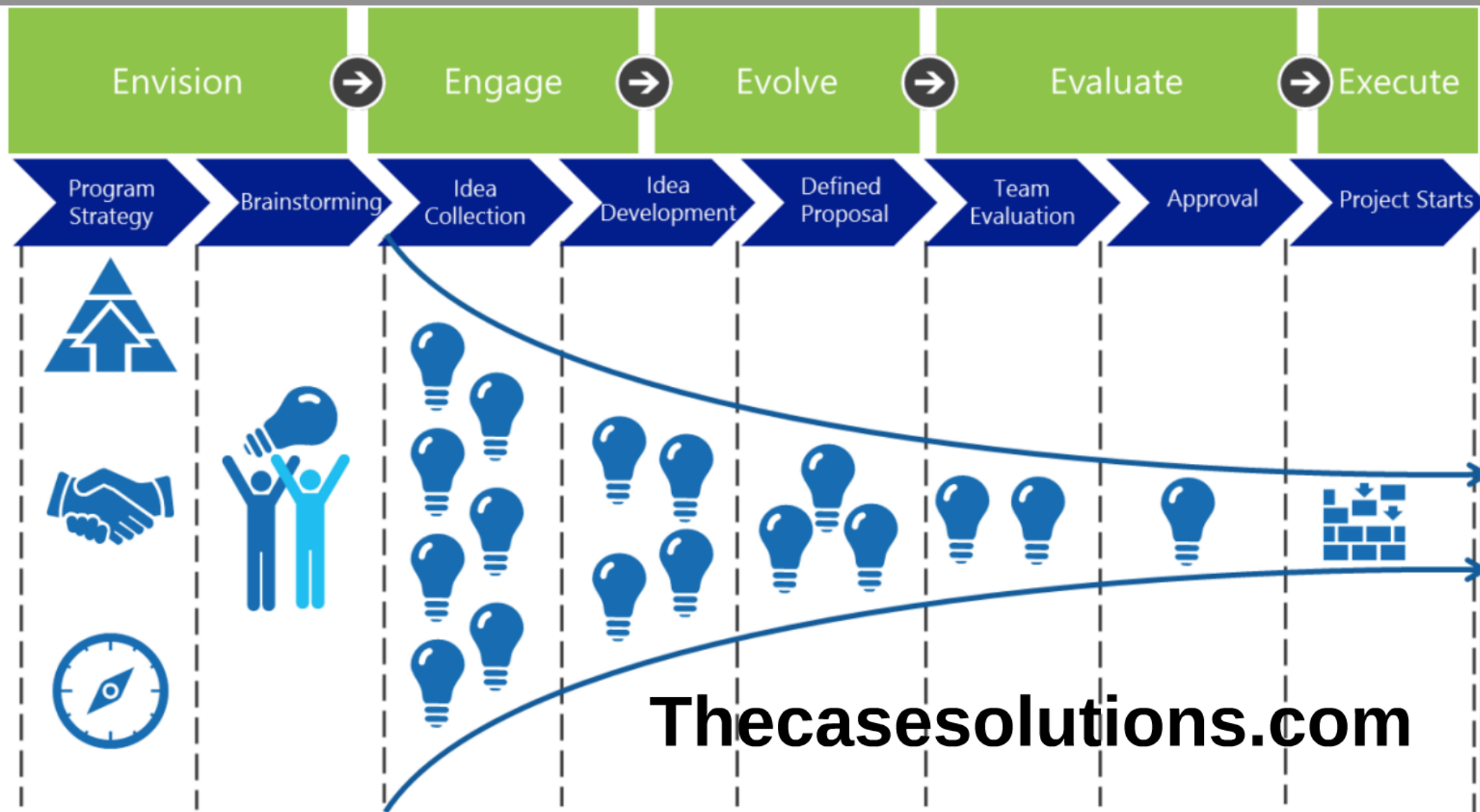
To be led by a globally diverse workforce that consistently delivers outstanding business results, understands the various cultural demands of a global marketplace, is passionate about technology and the promise it holds to tap human potential, and thrives in a corporate culture where inclusive behaviors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

