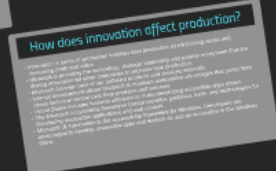


Oxygen: Nurturing the Mobile Payment Ecosystem in India



Thecasesolutions.com



Oxigen: Nurturing the Mobile Payment Ecosystem in India

A collage of several case study cards from Thecasesolutions.com, tilted at various angles. The cards include:

- Microsoft Background Information**: A card featuring a photo of a man in a suit and text about Microsoft's background.
- How does innovation impact Market Research?**: A card discussing market research and innovation.
- How does innovation impact Finance?**: A card discussing financial aspects of innovation.
- Innovation and Microsoft's Products**: A card with a Microsoft logo and text about innovation in products.
- How does innovation affect production?**: A card discussing production and innovation.
- Mission and Vision Statement**: A card with text about the company's mission and vision.
- Discuss how innovation impacts on the different functional areas of the business.**: A card with a Windows logo and text about functional areas.

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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.

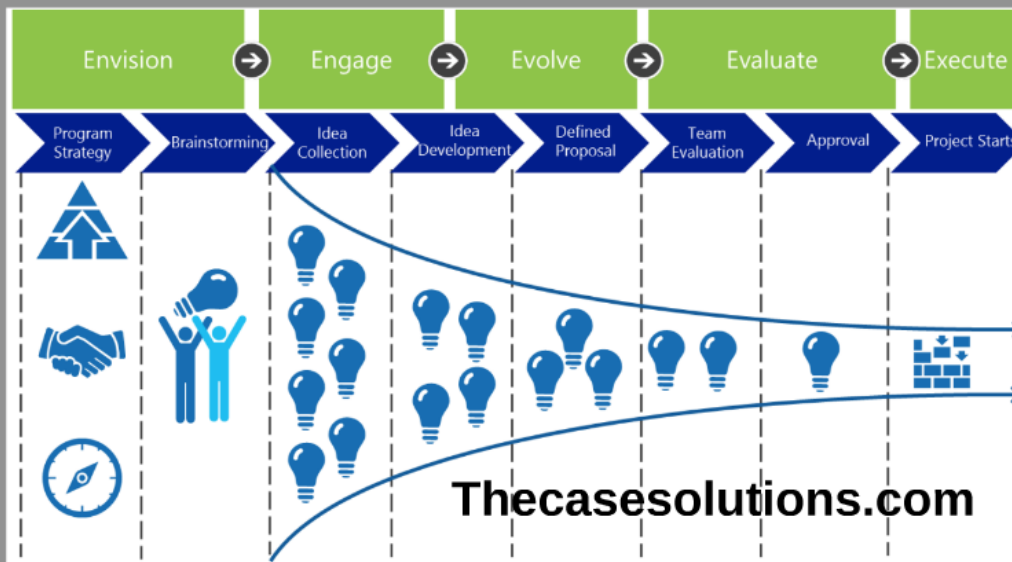
Vision Statement:

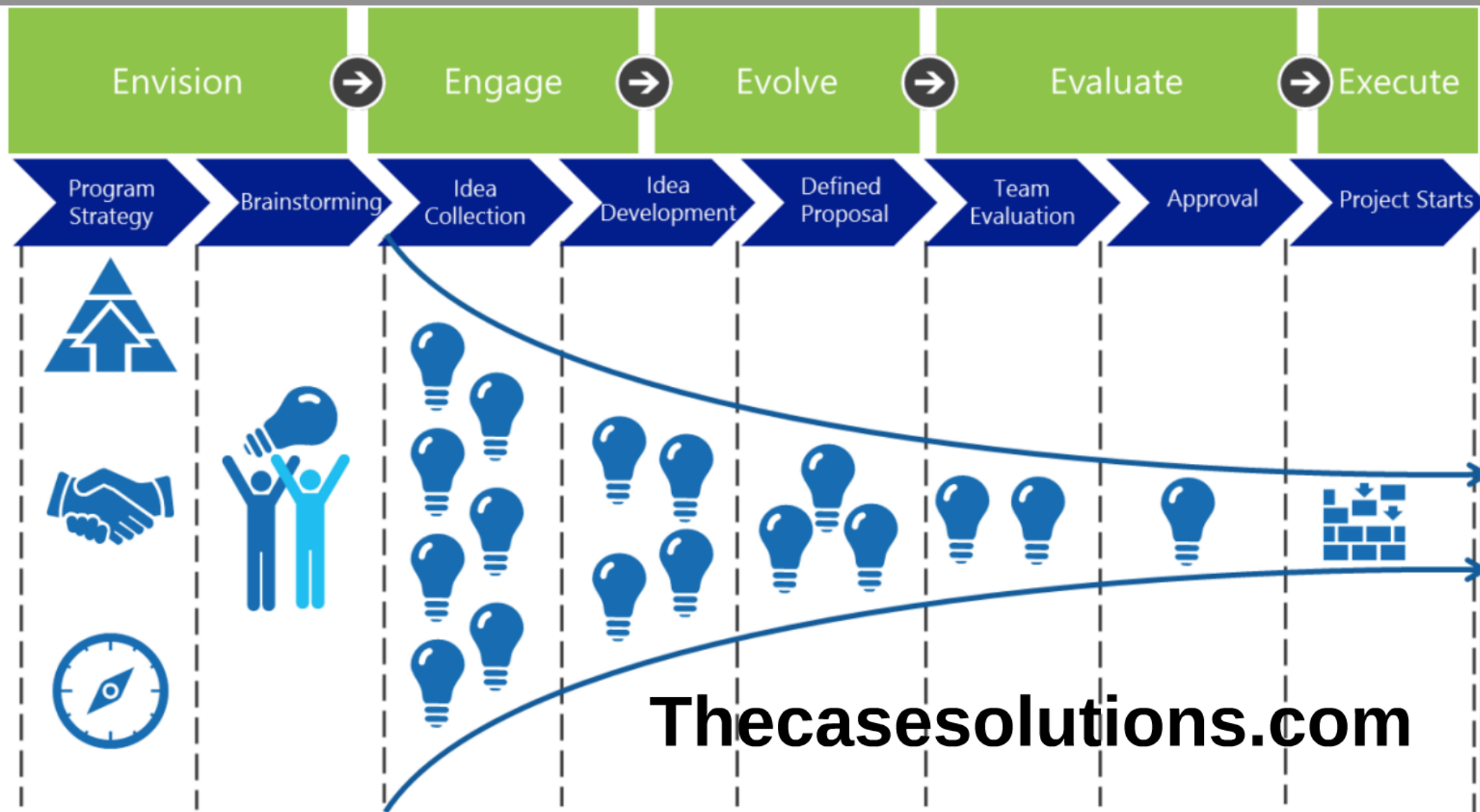
To be led by a globally diverse workforce that consistently delivers outstanding business results, understands the various cultural demands of a global marketplace, is passionate about technology and the promise it holds to tap human potential, and thrives in a corporate culture where inclusive behaviors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

