

# Microsoft

Founded in 1975, Microsoft is the worldwide leader in software, services and solutions; its products power more than 90 per cent of the world's PCs. It has been at the forefront of the personal computing revolution that has transformed communications in recent decades. Its mission is to enable people and businesses to realise their full potential through the use of technology.

## Market

Microsoft is the worldwide leader in software, services and solutions and its revenue is generated by developing, manufacturing, licensing and supporting a broad range of software products for computing devices. Its products include: PC operating systems, servers and mobile devices, server applications for distributed computing environments, information worker productivity applications, business solutions, software development tools and hardware including Xbox and computer accessories.

The company runs four operation centres globally in Ireland, Singapore and the USA and has subsidiaries in more than 100 countries around the world. Its global employees top 91,000 and it made US\$14.57 billion in net income for the year ending June 2009.

## Product

Microsoft's products are split into five key areas: client, server and tools, consumer and online services business, business division, and entertainment and devices division.

The client business includes Windows and is responsible for managing relationships with PC manufacturers, while the business division covers Microsoft Office suites, desktop programmes, servers, and services and solutions; Microsoft Dynamics; and Unified Communications business solutions.

Microsoft is continually developing products and services driving the future shape of the immensely quick-paced market in which it operates. One highly visible launch for 2009

was Windows 7 which delivers on a simple premise: make it easier for people to do the things they want on a PC. The new operating system offers a streamlined user interface and significant new features that make everyday tasks easier and allow people to get the most out of computers of all styles and sizes.



Windows 7 was designed with the focus on quality, compatibility and performance and builds on Windows Vista with a high degree of compatibility with Windows Vista software and hardware. In terms of performance, Microsoft focused on improving key areas that affect user experience and productivity – from boot time to battery life to shut-down.

Windows 7 was designed to deliver enterprise value to customers in three ways: Making Users More Productive From Anywhere –

Windows 7 takes information access to the next level, enabling users to access the documents and data they need to get their work done from anywhere; Enhancing Security – Windows 7 builds on Windows Vista's security foundation, adding advanced capabilities to protect corporate data and enable low-cost compliance; Streamlining PC Management – Windows 7 provides IT with tools to further reduce costs and complexity of managing both physical and virtual environments on users' PCs.

In 2009, Microsoft launched Bing, its search engine designed to help internet users make faster and more informed decisions. It aims to offer a new approach to surfing with intuitive tools to help people gain better insight and knowledge from the web.

Also in 2009, Microsoft showcased its next generation of Windows phones as well as new mobile services to support Windows Live in line with its integrated PC, web and mobile strategy. These include Microsoft My Phone, which synchronises text messages, photos, video and contacts to the web.

In the online arena Microsoft offers an online advertising platform for publishers and advertisers as well as communications services such as email, instant messaging and the MSN portal. Its Xbox video game system is at the heart of its entertainment and devices division.

## Achievements

Microsoft consistently wins awards around the world not only for its products but for the way in which it does business and acts as

a responsible corporate citizen. In the UK, it was voted as one of The Sunday Times 100 Best Companies to Work For in 2009.

Microsoft has nearly 700,000 business partners, many of whom are small and medium sized enterprises that are deeply rooted in their local communities. It also partners with a diverse array of government agencies, non-governmental organisations, and inter-governmental organisations. These partners guide how it uses technology to address societal needs and help it to deploy software to benefit the millions of people they serve.

## Recent Developments

Recognising that leading businesses need to do all they can to help people during the



recession, Microsoft UK launched its flagship employment and skills campaign, Britain Works, in September 2009. Britain Works is a multi-year plan aimed at addressing one of the biggest challenges in the economy – unemployment. Over the next three years, through a series of partnerships with NGOs, community learning centres and public authorities Microsoft UK is aiming to help 500,000 people into jobs in the areas of the economy that will lead the recovery. These will be digital jobs requiring the use of computer skills but will be in a range of industries from manufacturing to services and the IT industry itself.

With over 77 per cent of all jobs in the UK requiring some form of IT skills, Microsoft believes that, given the rising issue of unemployment in the UK, its role as a responsible business leader is to provide access to vital IT skills that could improve the employability of UK citizens.

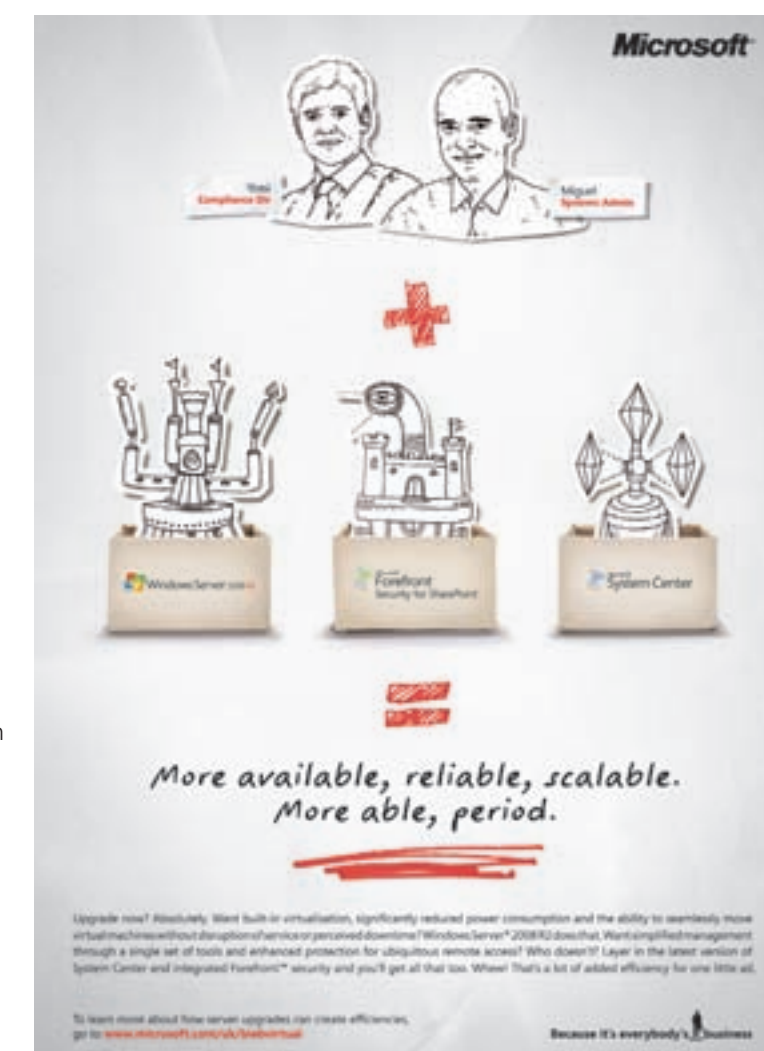
## Promotion

'Because it's everybody's business' offers a fresh look at a range of technologies designed to empower people to build their own business success. The animated creative broadcast online and in print uses audio interviews with executives from Microsoft and leading organisations worldwide to show how their organisations are using technology to solve business problems and be more competitive. It highlights that everyone in an organisation is responsible for a company's success and that the essence of business is personal, with every individual playing an important role.

Keeping a pace with the current economic climate, some of the ads deal specifically with the problems of a recession for businesses. The campaign has its own dedicated website at [www.everybodysbusiness.co.uk](http://www.everybodysbusiness.co.uk).

## Brand Values

Microsoft aims to provide consumers and businesses around the world with the tools



to fulfil their potential. By playing an active role in developing a safer computer environment, Microsoft helps people benefit from advances in technology. It is focused on improving quality and works with Government, law enforcement and industry partners to enable them to benefit from technological developments.

In the wider community, it is focused on raising awareness around security and child safety online through campaigns such as Get Safe Online as well as making an active contribution to the public policy debate.

[microsoft.com/uk](http://microsoft.com/uk)

## Things you didn't know about Microsoft®

The Windows 95 launch was set for August 24th because it had never rained in Redmond, Washington during that week in recorded history.

Bill Gates moved from his day-to-day role in Microsoft in June 2008 to concentrate on his work at The Bill & Melinda Gates Foundation.

Over the past 30 years, Microsoft and its employees have donated more than US\$2.5 billion to communities around the world.

1975	1981	1989	1990	1995	2001
Microsoft is founded in Seattle by Paul Allen and Bill Gates.	IBM introduces its personal computer with Microsoft's 16-bit operating system MS-DOS 1.0.	Microsoft launches the first version of its Office suite of productivity applications.	Microsoft becomes the first personal computer software company to exceed US\$1 billion in sales in a year. In addition, Windows 3.0 launches.	Bill Gates outlines the company's commitment to supporting and enhancing the internet. Windows 95 launches and sells more than one million copies in the first four days on the market.	Office XP launches and is soon followed by Windows XP. Microsoft enters the gaming market for the first time with Xbox.

2002	2007	2008	2009
Microsoft and its partners announce the launch of Tablet PC.	Microsoft launches Windows Vista and the 2007 Microsoft Office System to consumers worldwide.	Bill Gates steps down from the day-to-day running of the company to spend more time working with his charity foundation.	Windows 7 is launched.