Microsoft Company Profile

MBA NAME: Sam Jardine

Date: December 18, 2024

COMPANY: Microsoft Corporation

CEO Name: Satya Nadella

COO Name: Carolina Dybeck Happe

Stock Price: $437.39

Market Cap: $3.33 trillion

P&L – YoY:

Revenue ($): $245.122 billion (FY 2024), a 15.67% increase from FY 2023

Net Income ($): $88.136 billion (FY 2024), a 21.8% increase from FY 2023

Business Model (Main Product(s)):

Microsoft develops, licenses, and supports a wide range of software products, services, and devices. Key products include the Windows operating system, Microsoft Office suite, Azure cloud services, LinkedIn, and Xbox gaming consoles.

Value Proposition:

Microsoft offers integrated and user-friendly software and hardware solutions that enhance productivity, communication, and entertainment for both consumers and enterprises.

Customer Segments:

- Enterprises and businesses of all sizes
- Government agencies
- Educational institutions
- Individual consumers
- Developers and IT professionals

Competitive Advantage(s):

- Extensive product ecosystem
- Strong brand recognition
- Significant investments in AI and cloud infrastructure

- Large and diverse customer base
- Continuous innovation and strategic acquisitions

Revenue Streams:

- Software licensing
- Cloud services (Azure)
- Hardware sales (e.g., Surface devices, Xbox)
- Advertising (LinkedIn, Bing)
- Subscriptions (Office 365, Game Pass)

Strategy:

Markets – Where are they active?

Global presence with operations in numerous countries, serving markets across North America, Europe, Asia, and other regions.

Growth – Where/How are they driving it?

Focusing on cloud services, AI integration, and expanding product offerings through strategic acquisitions and partnerships.

Differentiators – How do they win?

By providing a comprehensive ecosystem of products and services that cater to various customer needs, emphasizing security, reliability, and innovation.

Economic Logic – How do they make money?

Generating revenue through diversified streams, including software licensing, cloud services, hardware sales, and subscriptions, ensuring financial stability and growth.

Key Competitors (if any):

1. Apple Inc.
2. Alphabet Inc. (Google)
3. Amazon.com Inc.

Key Risks to Business:

- Intense competition in technology sectors
- Rapid technological advancements
- Cybersecurity threats
- Regulatory challenges
- Market saturation in certain product lines

News:

- Appointment of New COO: In September 2024, Microsoft appointed Carolina Dybeck Happe as Executive Vice President and Chief Operations Officer to enhance operational excellence and drive AI transformation.

Trends:

- Increased adoption of AI and machine learning
- Growth in cloud computing services
- Expansion of subscription-based software models
- Rising focus on cybersecurity

Culture/ Values:

Published Values (“The Talk”):

Microsoft emphasizes innovation, diversity and inclusion, corporate social responsibility, and customer-centricity.

Real Values (“The Walk”):

The company actively promotes a growth mindset, invests in employee development, and engages in various philanthropic initiatives.

Alum at the Firm (Name, Email, and Role):

1. Jared Andersen Contact information: Not provided Role: Director of China Strategy for Surface and HoloLens

2. Taylor Bredell Contact information: Not provided Role: Former Finance Rotation Program participant

3. Amanda Fails Contact information: Not provided Role: Software Engineer