

## COMPANY PROFILE TEMPLATE:

**MBA NAME:** Jacob Cruz Soto **Date:** 11/26/2024

**COMPANY:** Microsoft

**CEO Name:** Satia Nadella **COO Name:** Carolina Dybeck Happe (per MBA Track)

**Stock Price:** \$435.90

**Market Cap:** \$3.24 Billion

**P&L – YoY:**

Revenue (\$): \$245 Billion

Net Income (\$): \$88 Billion

**Business Model** (Main Product(s):

- 1) Value Proposition: Providing various products and services that improve productivity, communications, and cloud computing.
- 2) Customer Segments: Cloud and Artificial intelligence, Experience and Devices, Gaming and Technologies, and Research.
- 3) Competitive Advantage(s): Large user base, Intellectual property, Brand, Free cash flow, and advances in cloud computing and AI.
- 4) Revenue Streams: Server products and cloud services (34%), Office products and Services (23%), Windows (12%), and Gaming (8%).

**Strategy:**

- 1) Markets—Where are they active? They have offices in more than 100 countries and operate in all countries worldwide.
- 2) Growth – Where/How are they driving it? Grew 15% in 2024. Primary sources are Microsoft 365 office collaboration and productivity tools, Azure, and search and news advertising.
- 3) Differentiators – How do they win? Intellectual property, brand strength, and desktop operating system market share are nearly 75%.
- 4) Economic Logic – How do they make money? By developing, licensing, and supporting software products and services.

**Key Competitors (if any):**

- 1) Apple      2) Google      3) IBM

**Key Risks to Business:** Compliance and regulatory risk (Anti-monopoly laws) Competitive Risk in specific business areas (A.I and Cloud)

**News:**

- 1) Trends: Microsoft is redoubling its efforts in the A.I space.
- 2) Other: Microsoft is expanding Data Servers

**Culture/ Values:**

- 1) Published Values (“The Talk”) Respect, Integrity and Accountability.
- 2) Real Values (“The Walk”)

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

1)Rosevelt Kpainay 2) Greg Otterstorm 3)Nahuel Cabranes