

Microsoft®

Founded in 1975, Microsoft is the worldwide leader in software, services and solutions that help people and businesses realise their full potential. It has long been at the forefront of the personal computing revolution and its products power more than 90 per cent of the world's PCs, transforming business and communications in recent decades.

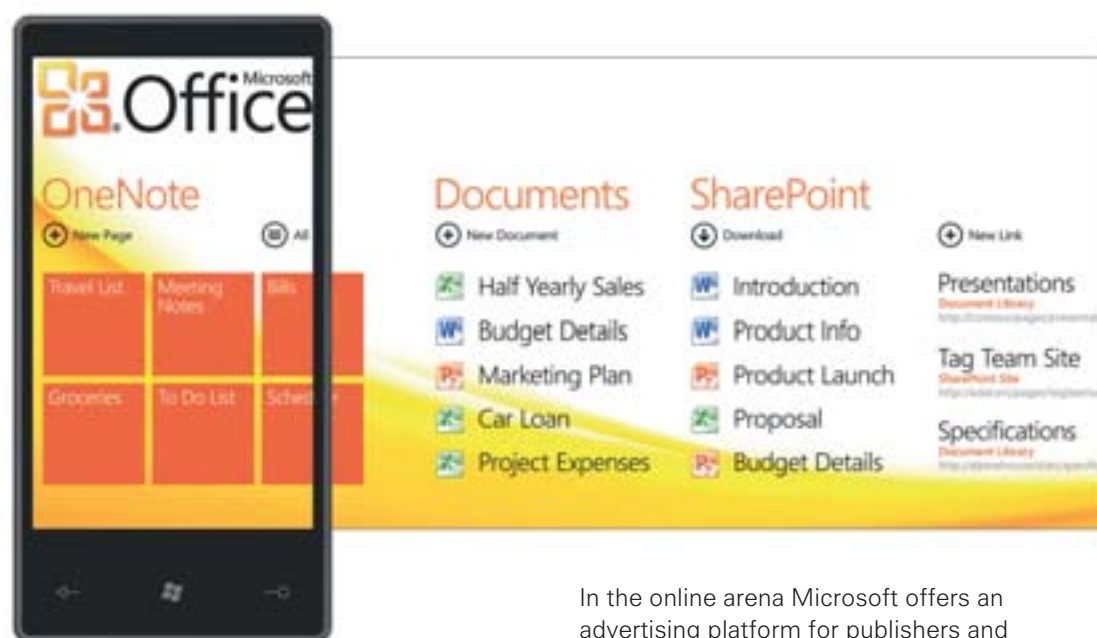
Market

Microsoft is the worldwide leader in software, services and solutions and generates revenue by developing, manufacturing, licensing and supporting a broad range of software products for computing devices. Its products include PC operating systems, cloud computing services, servers and mobile devices, productivity applications, music and gaming services, software development tools, and hardware including Xbox 360 and computer accessories.

The company runs four operation centres globally in Ireland, Singapore and the US and has subsidiaries in more than 100 countries around the world. It employs over 80,000 people, and net revenue for the year ending June 2010 was US\$62.48 billion.

Product

Microsoft's products are managed across five major divisions: Windows and Windows Live, Server and Tools, Consumer and Online, Business, and Entertainment and Devices.



Microsoft continually develops products and services that shape the future of the fast-changing markets in which it operates. Recent high profile launches include Windows 7, which delivers on a simple premise: make it easier for people to do the things they want on a PC.

Microsoft also recently launched Bing, a decision 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.

In 2010, Microsoft launched Windows Phone 7, a new category of consumer mobile devices designed to simplify and speed up everyday tasks. The phones feature tight integration with popular social networking sites, Bing search and Microsoft Office applications.

In the online arena Microsoft offers an advertising platform for publishers and advertisers as well as communication services such as email, instant messaging and MSN. The Xbox 360 video game system is at the heart of its entertainment and devices division and was recently enhanced with the launch of Kinect, the world's first controller-free gaming and entertainment experience.

Cloud computing has recently become a hot topic for business IT, yet Microsoft has been running some of the largest, most reliable cloud services for almost 15 years. Sites such as MSN.com, Windows Live Hotmail and Windows Live Messenger are used by more than 600 million users worldwide every month, across 46 countries and in 21 languages.

Achievements

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

a responsible corporate citizen. In the UK, it is consistently named one of The Sunday Times 100 Best Companies to Work For.

Microsoft has nearly 700,000 business partners, many of which are small and medium sized enterprises that are deeply rooted in their local communities. It also partners with a diverse collection of government agencies as well as inter-governmental and non-governmental organisations (NGOs). These partners guide how technology should be used to address societal needs and help 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 economic downturn, 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 a three-year period, 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. Many people will regain employment thanks to newly acquired computer skills and will work across a range of industries from manufacturing to services and the IT industry itself.

With more than 77 per cent of all jobs in the UK requiring some form of IT skills, Microsoft believes that it has a role as a responsible business leader to provide access to vital IT skills that could improve the employability of UK citizens.



Promotion

In 2011, Microsoft launched Cloud Power, a marketing campaign to raise awareness of new possibilities when customers use Microsoft software and services to harness the power of



the cloud. Windows Azure helps developers reduce the time needed to create and deliver business applications, while employees will

be able to access applications and information from anywhere with Microsoft Office 365. Microsoft believes that Cloud Power allows businesses to harness the full power of the cloud on their terms, with the flexibility to consume as much or as little IT as is needed to meet their unique business requirements.

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 ease-of-use and quality improvements 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.

Things you didn't know about Microsoft

Microsoft works out of 629 office buildings around the world, which occupy more than 32 million sq ft of floor space.

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 launches Windows 3.0 and becomes the first personal computer software company to exceed US\$1 billion in sales in a year.	Bill Gates outlines the company's commitment to supporting and enhancing the internet. Windows 95 launches and sells more than one million copies in its 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.

2008	2009	2010	2011
Bill Gates steps down from the day-to-day running of the company to spend more time working with his charity foundation.	The Windows 7 operating system is launched.	Microsoft releases Windows Phone 7 and Microsoft Office 2010. Xbox Kinect becomes the world's fastest-adopted consumer electronics device, selling 2.5 million units in its first 25 days on the market.	Microsoft unveils Cloud Power and transitions its entire business product suite to high-productivity cloud-based services.