

MICROSOFT CORPORATION

Go to Market Strategy for Consumer Goods Industry

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Microsoft Corporation, delivering over \$125B in revenue in 2019, is one of the largest technology companies in the world. Lead by their mission to empower every person and every organization on the planet to achieve more, Microsoft has helped organizations in every industry innovate and grow utilizing their platforms and tools. Microsoft Services, with more than 17,700 employees, works with customers of all sizes to accelerate their digital journey, from envisioning new innovative possibilities to delivering scalable solutions and support. Focused on digital transformation, the team brings the best of Microsoft and exercises a growth mindset to deliver strategic business outcomes, maximize the value of cloud technology, and drive greater consumption of products and services

The Services team focuses on numerous industries: Financial Services, Government, Healthcare, Manufacturing and Retail & Consumer Goods. The team identified an opportunity to further the digital transformation narrative for the Consumer Goods industry, enabling every company to be a digital business. Specifically, Microsoft has developed 4 Industry Priority Scenarios: Optimize Brand Performance, Deliver Sustainable and Operational Excellence, Connect your Enterprise, and Accelerate Innovation.

The objective of the project was on developing Accelerate Innovation. Throughout the time of the project, the Tauber Student performed intensive research on the following topics: Consumer Goods Industry Trends, Consumer Goods Vertical Category Breakouts, Commerce Trends and Enterprise Ecosystem. The primary deliverable was a strategic framework on Connected Innovation for Consumer Goods. The presented framework comprises of Horizon 1: Connected Insights, Horizon 2: Connected Engagement, and Horizon 3: Connected Innovation and the value add of Microsoft solutions during a company's digital transformation journey. The result of the framework was developed into a client facing presentation that would be utilized by numerous internal parties within Microsoft such as Digital Advisors, Account/Sales Teams and Industry Architects during client conversations.