

Microsoft®

Market

Microsoft is a multinational software company, established on 4 April 1975 by one of the most influential people of the 21 century, Bill Gates, and his business partner, Paul Allen. The headquarters of the corporation is located in Redmond, Washington, USA. Among the best known and best selling products are: Microsoft Windows operating system and Microsoft Office software package for office working.

One of the key visions that Bill Gates had, as the founder of this company, was a computer on

achieving success and held 90% of the world market for personal computers. By 1993, Windows became the most widely used GUI-operating system in the world (GUI-Graphical User Interface).

On 24 August 1995, Microsoft released Microsoft Windows 95, a new version of the leading operating system of the company that offered completely new user interface. More than million copies of Microsoft Windows 95 were sold in the first 4 days, immediately after its promotion. In 2001, Microsoft released Windows XP and Office XP, whose purpose was to reach a new level of advantages and features of these products intended for the business needs and for home use, as well.

Windows Vista - called „Longhorn“ in the early stages of the development – was for the first time presented to the users on 30 January 2007. Along with Windows Vista, the new version of the Office package, called Microsoft Office System 2007, was also promoted.

Macedonia. Since its establishment in 2009, the volume of business operation, as well as the number of employees, has been continuously growing in line with the market needs. Since its opening, the Office has been constantly working on the development of the Macedonian market and the partner network because the cooperation with the distributors and partners is of exceptional significance, so that the needs for modern IT-solutions of our users can be met. The number of partners that Microsoft actively works with, since its establishment until now, has also been constantly growing. So, on the Macedonian market, including Kosovo, Microsoft in 2009 cooperates with 21 Microsoft Gold Certified partners.

The benefits of the direct presence of Microsoft on the Macedonian market are felt in all segments of living, regardless whether it is about the success of the domestic IT companies or the increased and successful computer use in home environment. Also, worth mentioning is the engagement in the development of e-government solutions for the Government of the Republic of Macedonia, solutions for providing modernization of the state administration and improving the service quality to companies and citizens. As part of the

every desk and in every home. Such vision quickly expanded, and the proof of the successful work was, and still is, the great market share that Microsoft has in relation to the operating system for business and home users, making this company a leader in the software industry.

Proof of this is the latest Microsoft annual report for 2008 with generated revenues of USD 60.42 billion, which is 18% higher than in the preceding year and the number of over 90,000 employees in more than 105 countries.

History

The success story for Microsoft begins in 1980 when the company for the first time publicly presented their operating system that was a version of DOS (Disc Operating System). This operating system enabled the company to achieve true success.

During the transition from MS-DOS to Windows, Microsoft Office had great results in relation to the competitive software packages, so that, later on, Microsoft could grow into a dominant company in the software business, whose market share was much higher than the share of the competitors. After Microsoft promoted few versions of Microsoft Windows, starting from 1990, the corporation was already

Achievements

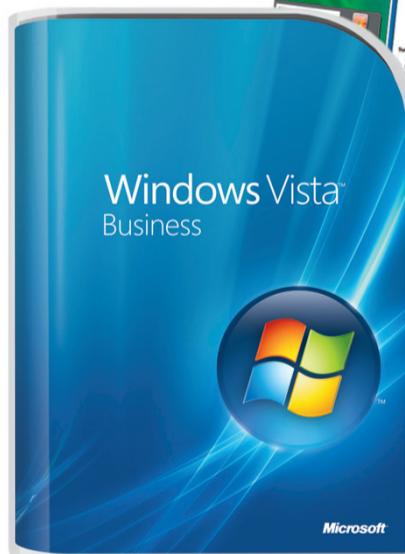
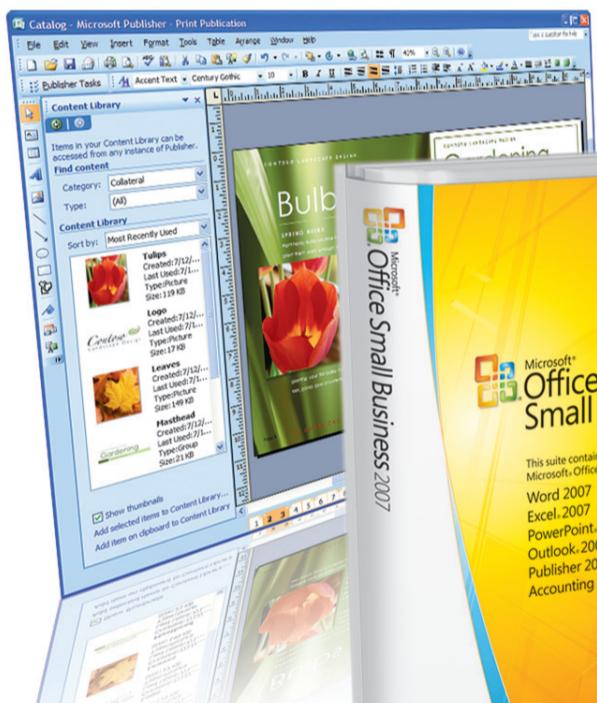
The Office of Microsoft in Skopje was opened in 2004 and is in complete ownership of Microsoft Corporation, Redmond, WA. The Office is responsible for the development of the Macedonian market, as well as the Kosovo market. The main activities of the Office are: market development, promotion, development of the partner network and marketing. No matter where the offices of this world-known company are located, the working policy and goals are the binding tissue that connects them in only one entirety called - Microsoft.

The opening of the Office of Microsoft has a strategic goal to be the leader in the transfer of knowledge and technologies in the Republic of

persistent commitment to easier working and computer application, Microsoft Macedonia published the Macedonian and Albanian version of the mostly used

products: Windows (Windows XP, Windows Vista) and Microsoft Office (Office 2003 and Office 2007) and constantly works on localization of all their future versions, but on some of the other products as well: Internet Explorer 8, SharePoint Portal Server 2010.

Considering the extremely fast development of the technologies and achievements in the IT-industry, each year Microsoft Macedonia





on a daily basis to improve the manner in which the users apply the software, in order to find creative solutions for their business problems and for developing new business models.

The manner of managing the business in Microsoft relies on several business segments:

- Client
- Server and development tools
- Online Services Business
- Microsoft Business Division
- Entertainment and Devices Division

Recent Developments

If, 30 years ago, the basic vision of the corporation was a computer on every desk, as of 2008, this vision has been translated into creating unique experiences for our users through the combination of Internet power and software magic, through the world of digital devices. This vision perfectly fits the global mission of Microsoft - to provide individuals and companies full implementation of their potential through the use of modern software solutions.

As for the local activities, it is necessary to point out the efforts for realization of interoperability, i.e. the strive to respond to the users' need for performance optimization and, at the same time, reducing the costs and complexity. Through the social co-operation and partnership with the competitive companies and technologies,

Microsoft moves the boundaries of what is successful performance and creates products and solutions that function

organizes numerous events, among which is VISION, the greatest business-technological conference in the Republic of Macedonia, with 600 participants and more than 30 lectures during the two conference days. VISION has the leading role in the local IT-environment, whether it comes to technical issues or the areas of everyday business operation. In this manner, the users and partners every year have the possibility to learn more about the new Microsoft technologies, to exchange business ideas, practical knowledge and clear innovations, relevant to all participants, business and IT-oriented.

In addition to the efforts of the Office of Microsoft in Macedonia to transfer, more quickly and with greater quality, the worldwide IT trends in the Republic of Macedonia, the commitment for software and program adjustment to the local environment is also evident. The evidence for that is also the promotion of the Macedonian spell-check tool. This tool has the purpose to help avoiding printing or spelling errors when writing a text in Macedonian in Cyrillic alphabet. With its help, the users can continue working on the English version of Microsoft Office 2007 to which they are used to, but now their spelling can be checked and their printing errors shall be corrected.

Product

In Microsoft, people are motivated and inspired



impeccably with the products of competitive companies. Lately, Microsoft has also developed the so-called Windows-principles, in order to assist the software developers and software engineers. These principles can help the industry and the users in further innovations, while, at the same time, creating and ensuring the possibilities for competition.

Promotion

What makes Microsoft recognizable as a brand and a company are the continuous efforts to strengthen and encourage an environment that will provide progress and development of innovations. Microsoft provides a wide choice of programs and products that are focused on the commitment for responsible and ethical business practices, which promote the user's choice,

industrial possibilities, interoperability and transparency.

Microsoft strives to maintain the high standards in every aspect of the business, at the same time identifying innovative solutions in order to meet users' needs and expectations. This includes partnership with the governments, societies and businesses throughout the world based on digital content. The Microsoft success is due to the long-term commitment to innovations. No other company from our industry invests more in research and development (R&D), as Microsoft had done in 2008, investing 8.2 billion US dollars in this area. The corporation investments aim for long-term researches that provide inventions in the field of science and technology, as well as realization of local innovations that develop the social and economic possibilities for the societies throughout the world.

Brand Values

Microsoft is one of the most popular brands in the world, recognizable for its innovative solutions and quality performance. In Microsoft, the success arises from the passion for creating values intended for the users, shareholders and partners, values intended for their employees and for the markets in which Microsoft has its own offices.

Microsoft has long-term dedication to its own mission with the purpose to help the

businesses and users to achieve their full potential. As Microsoft constantly strives to improve its standards, so the company constantly goes forward in developing new technologies in order to provide services with better quality to its users.

www.microsoft.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

Microsoft

- The value of Microsoft brand, according to the Interbrand study from 2009, is estimated to 78,249,000,000 US dollars.
- When Bill Gates was 17 years old, he sold his computer program to his high school for 4,200 US dollars.
- The name Microsoft derives from the words "microcomputer" and "software", and it was first used on 29 November 1975 in a letter of Bill Gates addressed to Paul Allen.