

Technology viability narrative



The competitive proliferation in the game console industry keeps companies like Microsoft and competitors to be unbeatable at their own games in the aggressive global markets. Through meticulous innovation factor analysis, Microsoft strategists were able to identify persistent market gaps and opportunities in which gaming enthusiasts and lifestyle-pursuers anticipate a radical experience - increasing hype and awareness across different targeted market segments based on analyzed product lifestyles and thorough consumer behavioral studies.

Based on meticulous market investigation and ace by the team for product development, the team was able to strategies a comprehensive approach to increase awareness and constructive cognitive brand retention which assures a market share gain by underlining technology and commercial abilities using firm-related factors, project- related factors, product-related factors and market-related factors.

Kinesics for Oxbow 360 positioning initiative - emotional engagement towards interactive gaming peripheral which highlights vast degree of innovative entrepreneurial reach-out methods that incorporates motion-tracking and ice-recognition to penetrate the technology-savvy, recreational and hardcore enthusiasts. The emphasis on ergonomics collaboration between sleek, sophisticated design paired with realistic, innovative-flexible technology tug at customers' sentiment towards Kinetic 360 capabilities.

This strong product presence motivates the Microsoft team to consecutively analyze consumers' periodic needs and cater accordingly through synergy of

integrating R&D in product upgrades which promotes new market share establishment, such as seen in the Oxbow One.

Concisely, clear communications internally and externally should reflect assiduous efforts in accommodating consumers' self-concept of upgrading and perceived utility and also pricing strategies. Furthermore, a supportive management towards innovation efforts could go a long way -? financially and access to core competencies, gaining profitable sales and increased market share.

Microsoft should radically gear its goals and people driven towards marketing articulation for product-organization compatibility. Microsoft's teams however, must balance prosperity and feasibility and ethical conducts in message propagation and product evangelism in tackling opportunities and challenges. 2.

0 Technological Viability Analysis . 1 Firm-related Factors a) Firm culture
Microsoft is susceptible to firm-wide exploitation of core technological capabilities, addressing holistic culture-process-technology strategy in the integrated innovation development (Microsoft AAA).

Kinetic 360 exceeded WI in global sales in 201 1 (Bishop 2012), marking its differentiated motion- gaming innovation through interdepartmental cooperation of mutual trust, resources and skills distribution. Gaming critics praised firm's culture of removing routine and overly-structured procedural barriers compartmentalizing and personalization for creative innovations while moving inefficiency, allowing Ski neck 360 to top game charts over these few years (Reuters 2007).

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Microsoft (Bibb) underlines the importance of clearly- defined involvement, responsibilities, goal orientation, communication strategies and cultural adaptation for successful innovation execution. B) Experience with Innovation Microsoft embarks on communicating a clear vision in engaging its 90, 000 over employees in striving breakthroughs together (Forbes 2013). Kinetic ass's player-recognition sensational features delineate Microsoft's radical innovation take-on (Dodecahedra 2014) through previous innovative engagements.

The Kinetic-facilitated Oxbow 360 was instigated by other Microsoft's product portfolio innovation experiences – technology-UCM- marketing skills.

It ambitions to offer a slick, high-performance motion interface, paving a new market path – learn-by-doing (van der Pane, van Beers and Checklist 2003). Kinetic for Oxbow 360 had functionality shortcomings – Microsoft adopted learn-by-failure, delivering the upgraded Kinetic-incorporated Oxbow One (Tech radar 2014) due to growing opportunities recognition (Candid, Beleaguer & Riddle 2013).

Microsoft has indeed put the Kinetic through rigorous focus testing, and had capabilities to sustain its successful launch (Cosmetologist 201 3), crucial to Kinesics comprehensive product learning cycle (Immediate & Geiger 1985). C) Characteristics of R&D Team & R&D Intensity Product contributions and technology transfer are not just mechanical or logistical processes, but a philosophy that includes people – relationships, communication and trust (Microsoft Research AAA).

Microsoft's multidisciplinary R team is devoted to innovate an interactive interface Of ID rendition player skeletal tracking of futuristic gaming and exercising assimilation - intensified by top management support, having intrinsic titivation and dedication and also expertise familiarity (Microsoft ICC). This revolutionary hands-free entertainment was born from an impeccable pairing of technological know-how and marketing communications, driven by a recognized team product champion and vast monetary and skills investments (Microsoft Research 20th).

Research conducted reveals resources availability compels efficient progressive data processing and collection for product feasibility, attaining complexity-made-easy Kinetic experience (Business Insider 2010). D) Firm's Strategy towards Innovation Microsoft immaculately strives for core competencies minimization and recipe market penetration (van deer Pane, van Beers & Checklist 2003) in building the future gaming peripheral (Dishearten 2011).

Technology transfer within Microsoft is prioritize, thus a technology transfer team consisting of incubation squads and collaborative experts, bridging long-range innovation strategies and Kinetic 360 performance functions -? generating ideas that work through strategic alliance with console company: Oxbow (Microsoft Research 2014). Hereafter, pragmatic strategies such as market selection, detailed management, synergies projects of similar portfolios and product leadership re undertaken.

Different Kinetic 360 development phases are monitored closely to analyze risk profiles, profitable market segments and financing tenure. 2. 2 Project-

related Factors a) Complementarily The pioneering Kinetic 360, a tactful bundle focusing on product quality, price relativity, and intricate innovation strategies depicts the technology viability and compatibility with Microsoft's central capabilities (Microsoft Corporation 2014) -? effective management, descriptive market research findings, highly coordinated sales distribution, open R and efficient production methods van der Pane, van Beers and Checklist 2003).

Industry watchers consider Microsoft to be a devotionals organization; hence the re-straightening in 2013 shifted a positive power balance (Global Integration 2013).

All departments: marketing research, logistics, R, productions and marketing rally behind the identified single strategy as one embodiment – integrating departmental functionalities in promoting Kinetic for Oxbow 360. Kinetic is an avian-garden natural user interface in its infancy, dictating future possible assimilation (Business Insider 2010).

Microsoft aspires to expand Kinetic as tools of trade, wowing off futuristic computer display technologies (The New York Times 201 2) in which interdisciplinary cooperation within Microsoft is vital. Hence, it is essential project-related factors are complemented for a synergies result depiction – production logistics, economies of scales, potential market and technological advancement paired with integrated marketing communications (CITE).

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Mom/gaming/2013/09/Microsoft- b) Innovation management style & Top Management Support Oxbow ass's success is highly interrelated to

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Microsoft's innovation framework – innovate, perform and grow (Innovation Excellence 2013). Microsoft Chief Financial Officer, Chris Lidded envisioned a globally-integrated organization that operates with proficient practices, operative controls, roles definition and responsibilities (Krishna & George 2011).

He emphasized objectives are achieved when an experienced organization leverage their expertise by proactive task allocation, streamlined risk management, accurate degree of product development trajectory and well-informed market analysis of preferences, needs and specifications.

Innovation Excellence (2013) outlined Microsoft's Innovation Management Framework, a collaboration culmination expanding the establishment ecosystem: envision, engage, evolve, evaluate and execute.

This is parallel to van der Panes, van Beers' and Slickness's (2003) six fundamental stages accentuation: plan inning, brainstorming, screening and evaluation, development and market research to reach a sound decision, propelling Kinetic 360 to its global successes up-to-date.

Furthermore, Microsoft apparently undertook a matrix structure for functional inputs integration – discover and capitalize on market prospects, flexible technology exploration, creativity encouragement and autonomous development departments (Microsoft Accessibility 2014).

The strategic alliance for Kinetic was successful since involved teams had higher autonomy level, superior planning techniques and focused objectives – customers' needs and technological feasibility (Dishearten 2011). Hands

down, Kinesics success is due to support and encouragement from top management. 2.

3 Summary Analysis Succinctly, Microsoft has to equilibrate between technology sustainability and Kinetic execution to be a prospective market leader in pioneering a Kinetic- integrated lifestyle.