Technology viability essay

Based on meticulous arrest investigation and race by the R&D 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 voice-recognition to penetrate the genealogy-sway, 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 nonusers' 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 2011 (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 removing inefficiency, allowing Kinetic 360 to top game charts over these few years (Reuters 2007).

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 Decorated 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 deer Pane, van Beers and Clinkered 2003). Kinetic for Oxbow 360 had functionality shortcomings – Microsoft adopted learn-by-failure, delivering the upgraded Kinetic-incorporated Oxbow One (Decorated 2014) due to growing opportunities recognition (Candid, Beleaguer & Ridded 2013).

Microsoft has indeed put the Kinetic through rigorous focus testing, and had capabilities to sustain its successful launch (Complicates 2013), 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 AD rendition player skeletal tracking of futuristic naming and exercising assimilation – intensified by top management support, having intrinsic motivation 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).) Firm's Strategy towards Innovation Microsoft immaculately strives for core

competencies minimization and precise market penetration (van deer Pane, van Beers & Clinkered 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 are undertaken. Different Kinetic 360 development phases are monitored closely to analyze risk profiles, profitable market segments and financing tenure. 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 deer Pane, van Beers and Clinkered 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, showing off futuristic computer display technologies (The New York Times 2012) 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). Http:// architectonics. Mom/gaming/2013/09/Microsoft-oxbow-360-support-to-go-for-another- three-years/ b) Innovation management style & Top Management Support Oxbow ass's success is highly interrelated to Microsoft's innovation framework – innovate, perform and grow (Innovation Excellence 2013).

Microsoft's 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 deer Pane's, van Beers' and Slickness's (2003) six fundamental stages accentuation: planning, 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. 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. The two critical consensus factors – technology viability and project-related factors systematically substantiate the success rate through information provision and degree of comprehension.

The product engineering of complex hardware and software to cater for increasing lifestyle demands causes Microsoft to engage highly- specialized R teams and have a supportive matrix structure – insights into nonuser involvement, market structure, innovativeness and market incentives. A supportive establishment propels innovation and processes, an efficient and pragmatic approach to articulate compatible strategies with Microsoft's core competencies and product features.