

Microsoft® Research

# Faculty Summit

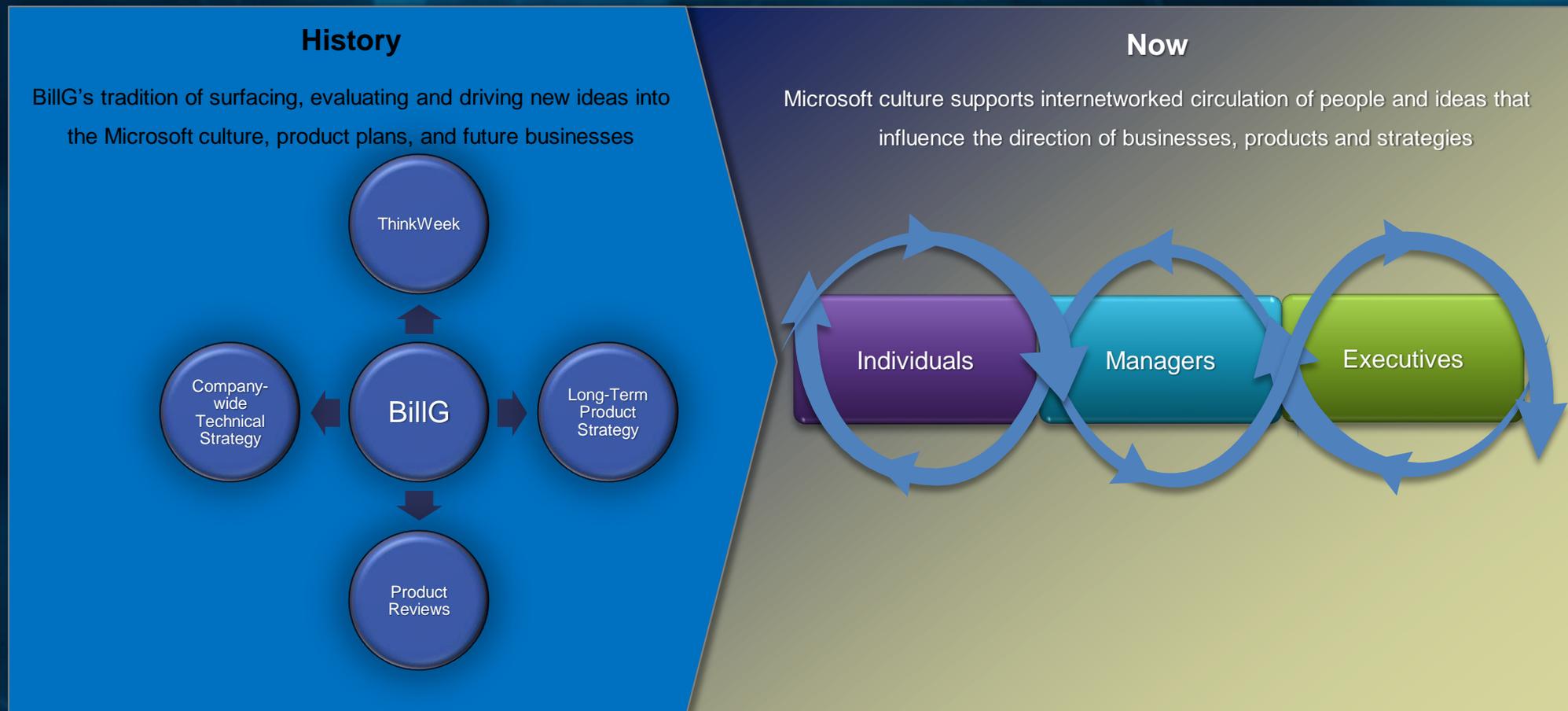
10  
YEAR ANNIVERSARY

# Technical Direction & Strategy at MSFT

## *How ThinkWeek & Quests Work*

Tara Prakriya  
General Manager, Technical Strategy Group  
Office of the CSA

*The culture of centrally managed ideas is evolving to one where employees at all levels circulate, evaluate and contribute ideas in tangible methods that complements planning and progress in all groups*



# Approach

## Executives

- Release cadence
- Organization alignment
- Themes & Objectives



## Managers

- Synthesis
- Coordination
- Cross-group efforts



## Individuals

- Ideas
- Recommendations
- Reality Checks



Deliverable

## “The Plan”

- Product Vision
- Customer Value Proposition
- Milestone Schedule

# Premise

1. **Understanding information production and consumption cycles differ** across groups and according to product development lifecycles best supports product planning
2. **Clarifying Business, eXperience, and Technology (B-X-T) perspectives** are necessary to achieve strategy alignment within and across groups



## QUESTS

- Facilitate **cross company BXT scenario development** and validation
- Capture and communicate **shared company direction**
- Identify and facilitate hard discussion so that direction can be understood and debated
- Provide a forum for strategic research/ technology transfer dialogue

## QUESTS & THINKWEEK

- Provide employees a mechanism to give tangible input to the implementation of the technical strategy
- Facilitates interaction of Microsoft business and research leaders, strategic customers and partners to share perspectives on Microsoft's technical strategy

## THINKWEEK

- Employees can **find, socialize, refine and contribute strategic thinking** and direction
- Employees have a space to socialize and **evolve new thinking into well articulated thought**

## Future Technology Direction

Craig Mundie

- \* Provides experts to deliver trend & landscape shift research annually to Quest leaders & owners
- \* MSR evaluates investments for the 'gaps' uncovered by the Quests

## Go-to-Market Models & Roadmap Planning

Product Groups

- \* Create & validate Quest scenarios (strategies & visions) to illustrate customer experience and incorporate go to market implications
- \* Assures Quest technical docs reflect the technologies required to guide roadmap planning, and facilitates technology transfer from Microsoft Research

## Go-to-Market Models & Customer Relationship Strategies

Kevin Turner

- \* Assigns experts to work with Quest leaders between now & Quest Summit to ensure Go to Market models are considered relative to technical strategy
- \* Adds Quest implications to annual strategy review criteria

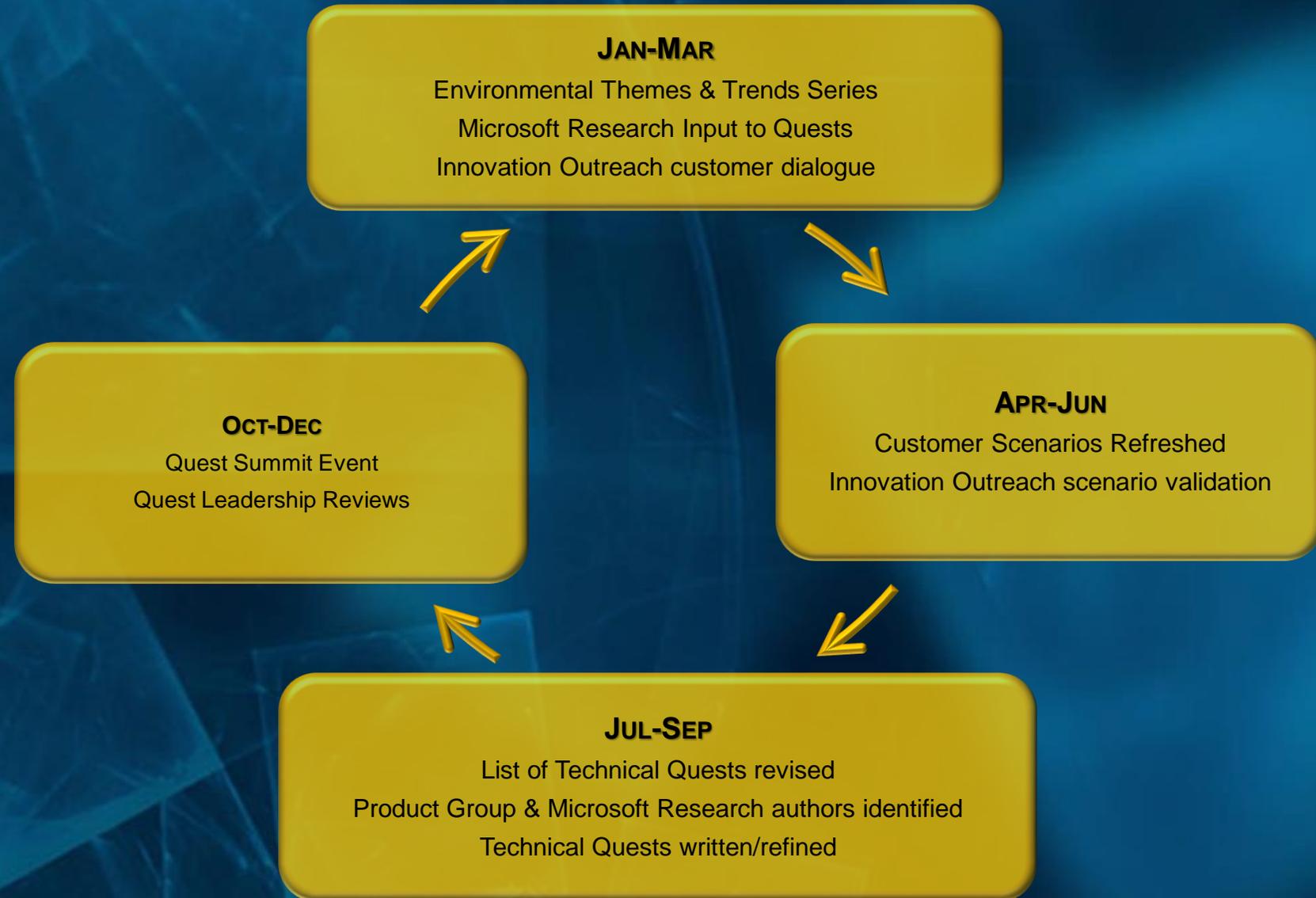
## Technical Architecture

Ray Ozzie

- \* Engages with Quest leaders to review & advise Quest direction & resulting Quest technical docs
- \* Translates Quest direction into platform requirements
- \* Champions technical strategy programs

# Quest Overview

“The Quests look out beyond our near-term product plans and roadmaps – They’re a systematic way of setting long-range goals for how we innovate and stay ahead of big changes in the industry.”  
– Steve Ballmer





***Video***

# ThinkWeek Overview

*ThinkWeek is an open and inclusive forum for (only) Microsoft employees to share well-articulated thinking in the form of carefully written (confidential) papers circulated among Microsoft leaders. It is based on the conviction that encouraging new thinking and diverse ideas is essential to extending our competitive advantage and thought leadership as we address increasing challenges in global markets.*

## THINKWEEK 2009 SCHEDULE

- July 6 – <http://thinkweek> Launch
- **On-going** – Papers available for browsing
- **Sept 17** – Paper Contribution Deadline
- **Sept 17** – Paper Contribution Deadline
- **Sep-Nov** – Paper Reviews
- **Oct 19-23** – ThinkWeek “week”
- **On-going** – Papers available for browsing
- **On-going** – Employees can review & rate papers
- **Nov** – “Best of ThinkWeek” recognized within Microsoft



Engage



Connect



Promote

- Browse current and past papers
- Research and socialize your thinking
- Find an Advisor to help and request endorsement
- Extend social networks by socializing ideas
- Co-chairs route papers to up to five reviewers
- Co-chairs gather and reconcile feedback
- All papers are published for employee review
- Papers become part of the legacy at Microsoft
- “Best of ThinkWeek” given further recognition

# ThinkWeek Co-Chairs

ThinkWeek Co-Chairs are invited to participate and associated with a specific category according to their area of expertise and/or interest. Co-Chairs come from diverse backgrounds and are invited because they are considered:

A **respected and influential** company-wide expert on the topic

An **enthusiastic supporter of great thinking** and ideas regardless of the source/author

A **passionate advocate** for getting the right ideas to the right people in hope of making our company, products, process and our lives better

## THINKWEEK 2009 CATEGORIES & CO-CHAIRS

<i>Disruptive Industry Trends &amp; Opportunities</i>	<b>Alex Gounares</b>	<i>Social Computing</i>	<b>Lili Cheng</b>
<i>Business Intelligence</i>	<b>Amir Netz</b>	<i>Human Resources</i>	<b>Lisa Brummel</b>
<i>Emerging Markets</i>	<b>Amit Mital</b>	<i>Consumer Products</i>	<b>Michele Freed</b>
<i>Programming Languages</i>	<b>Anders Hejlsberg</b>	<i>Enterprise Applications</i>	<b>Mike Ehrenberg</b>
<i>Systems Management</i>	<b>Anders Vinberg</b>	<i>White Space Opportunities in Our Products</i>	<b>Norm Judah</b>
<i>Mobile</i>	<b>Andy Lees</b>	<i>Sales &amp; Marketing</i>	<b>Orlando Ayala</b>
<i>Application Server</i>	<b>Anil Nori</b>	<i>Opportunities for Technology for Governments Worldwide</i>	<b>Pamela Passman</b>
<i>Education</i>	<b>Anoop Gupta</b>	<i>Data Warehousing &amp; Mining</i>	<b>Pedro Celis</b>
<i>Technical Policy &amp; Strategy</i>	<b>Anoop Gupta</b>	<i>Next Generation of Applications</i>	<b>Peter Haynes</b>
<i>MSIT</i>	<b>Barry Briggs</b>	<i>Engineering Excellence</i>	<b>Peter LoForte</b>
<i>Developer</i>	<b>Blake Stone</b>	<i>Healthcare</i>	<b>Peter Neupert</b>
<i>Finance</i>	<b>Charles Songhurst</b>	<i>Online Services</i>	<b>Qi Lu</b>
<i>Real Estate &amp; Facilities</i>	<b>Chris Owens</b>	<i>Storage</i>	<b>Rakesh Narasimhan</b>
<i>Productivity Scenarios</i>	<b>Chris Pratley</b>	<i>Visual Studio</i>	<b>Rico Mariani</b>
<i>Cloud Computing Infrastructure</i>	<b>Debra Chrapaty</b>	<i>Green Computing</i>	<b>Rob Bernard</b>
<i>Advanced Concepts and Directions</i>	<b>Eric Horvitz</b>	<i>Distributed Development</i>	<b>Sharon Cunnington</b>
<i>Diversity</i>	<b>Gwen Houston</b>	<i>UI/UX Design</i>	<b>Steve Kaneko</b>
<i>Networking</i>	<b>Henry Sanders</b>	<i>Hardware</i>	<b>Steve Polzin</b>
<i>Client Development</i>	<b>Joshua Goodman</b>	<i>OS in the Future</i>	<b>Tanj Bennett</b>
<i>Silicon Architectures &amp; Hardware Platforms</i>	<b>KD Hallman</b>	<i>Knowledge Web &amp; Web Semantics</i>	<b>Tarek Najm</b>
<i>Photography &amp; Video</i>	<b>Kostas Mallios</b>	<i>Technical Strategy of Office</i>	<b>Terry Crowley</b>
<i>Content Publishing</i>	<b>Larry Jordan</b>	<i>Other</i>	<b>Layne Mortensen</b>

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