A Strategic R&D Center in a “Startup Nation”

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August 2010
Who pioneered these?

- Mobile & multi-core CPUs
- Online video streaming
- Online messaging
- Voice over IP
- Online video sharing
- Natural user interfaces
- Online commerce
Building Israel’s Software Crown Jewel

THE STRATEGIC R&D CENTER
Vision

Recreating the Microsoft experience in a given geography
The Microsoft Experience

- Thinking BIG and making BIG truly happen
- Influencing the course of history ("change the world")
- Unparalleled richness of opportunities:
  - Technologies
  - Disciplines
  - Business situations
- The entire software industry’s "food-chain"
- Best school for software engineers
- A place where you can grow to run an end-to-end business
Leadership Experiences Pillars Leadership

Experiences

• Basic research
• Applied research
• Incubations
• E2E business

Pillars

• Multiple
• Run by GMs
• P/L
• Product planning

Leadership

• Outreach & marketing
• Scalable operations
• Seasoned technical & business leaders
Vision

Be a leading R&D center at Microsoft by developing innovative & strategic products and services for global markets
4 Years later...

- 12 products
- 6 technology areas
- 6 acquisitions
- 2 strategic agreements
- 550 engineers
Pillars & Major Components

End 2 End Products
- Security
- Network access
- Mobile cloud

Major Component Teams
- Online advertising
- Online privacy
- Location-Based Services
- Database quality
- XBOX
Innovation Labs:
• 15 people (3 applied researchers)
• Annually: ~30 prototypes and 2-3 new products/projects

Basic research:
• 7 researchers, leading professors in math & game theory
Outreach

- Top-2 most desired workplace in Israel’s s/w industry
- Recruiting capacity exceeds needs
- Strategic approach to community
- Collaboration with 100s of startups
- Joint programs with leading universities