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Flash Research Assignment #9

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Xbox Xpress

 Our organization has an opportunity to generate additional revenue by investing in Xbox Xpress. Xbox Xpress is a program that allows Xbox users to play video games and access Microsoft dashboard on a computer. The Xbox Xpress program will allow our organization to increase its revenue stream from the computer sector of the company’s ecosystem.

 The Xbox Xpress program allows users to access the Xbox dashboard and play video games on a computer. Users can access the Xbox dashboard by downloading the program onto their computer after purchasing a physical Xbox. After downloading this program, users can link their Xbox Xpress program directly to their Xbox live account. The Xbox Xpress program provides users access to all of the features of a physical Xbox. All of the applications stored on the physical Xbox will be stored in the Xbox cloud and made readily accessible online through users’ Xbox Xpress program. To utilize the Xbox dashboard on the computer, users plug their controller into the USB port of their computer. Users can play electronic versions of games stored on the Xbox cloud and can put their physical games in the CD drive of their computer. In order for this program to be effective, users’ computers must be connected to the Internet. Xbox Xpress is a computer program that will meet the needs of traveling Xbox users and increase the company’s presence in the computer market.

 This program would create a significant revenue stream from our computer sector of our ecosystem. Xbox users would be able to purchase a monthly or yearly subscription to this service directly from the Xbox Marketplace using Microsoft points. The actual program would come free with the purchase of a physical Xbox. The computer gaming market is not an established market. Creating this program will allow our organization to compete with companies like Sony and Nintendo in the online gaming business. Creating this application would be beneficial for our Xbox business. The Xbox Xpress program is not being used by any of our competitors. Creating this application will increase Xbox sales and increase revenue generated from monthly subscriptions.