

# This is what happens if Satya Nadella becomes Apple's CEO

What if Satya Nadella became Apple's CEO?

When Satya Nadella 'took control' of Microsoft from its predecessor Steve Ballmer in early 2014, the once-popular tech empire nearly changed 180 degrees, both in terms of business philosophy and marketing attitudes. Nearly every performance indicator gains even exceeded expectations. Instead of forcing customers into a 'walled garden', Microsoft now knows how to effectively approach developers and customers on whatever platform they have.

After 5 years of operation under the leadership of talented Indian CEO, Microsoft has undergone strategic changes. Microsoft's stock price has tripled compared to when Nadella appeared, returning to the position of the most valuable technology company on the planet, defeating many fierce rivals such as Apple, Amazon or Google. So what if Satya Nadella became the CEO of Apple? Here are a few possible scenarios.

## **iMessage, FaceTime, Apple Music and Apple TV + for Android and Windows**

In fact, Apple has put some of its best-selling apps on other competing platforms, such as Apple Music on Android or iTunes on Windows. However, if Satya Nadella becomes the CEO of Apples, surely top services like iMessage, FaceTime, Apple Music, Apple News and Apple TV + . will also be available on ecosystem platforms other than macOS and iOS. with the best quality, to reach billions of users using non-Apple hardware, as a strategy, but because this CEO has been implementing successfully at Microsoft for over 5 years.

## **Logic Pro X and Final Cut Pro X for Windows**



### Logic Pro X application

Although there are many famous audio and video editing tools available on Windows and Mac, the Logic Pro X and Final Cut Pro X applications still have a huge user base. After being taken over by Nadella, Apple will quickly release Logic Pro X and Final Cut Pro X applications for Windows. However, to get the best performance and experience, some fans of Logic Pro X and Final Cut Pro X on Windows will eventually choose to switch to using macOS ecosystem devices - 1 more victory for Apple's business strategy.

## **Xcode on Windows, allows every developer to write applications for Apple devices**

Currently, if you want to write apps for macOS, iOS, watchOS or tvOS platforms, you need a MacBook or iMac. Apple's Xcode IDE is only available on Mac. By releasing the integrated XCode IDE for Windows, Apple will allow millions of developers to develop iOS, watchOS and tvOS applications right on Windows.

## **Safari browser for Android and Windows**

Despite owning one of the most popular browsers on the market, Apple in fact still doesn't have much influence in the field of web platform development in general. Satya Nadella will solve this problem by opening the Safari web browser (WebKit rendering engine is already open source), and releasing Safari for Android and Windows platforms to better compete with the Chromium project. by Google.

## **Fully support Windows and Linux on all Mac hardware**

BootCamp allows you to run Windows on Mac hardware with a few restrictions. To attract more consumers into the Apple hardware ecosystem, Satya Nadella, with its strategy, will add native Windows and Linux support in Mac hardware devices.

## **Apple Watch, AirPods and other mobile accessories with native Android support**



## Apple Watch

To reach a wider audience, Satya Nadella will make Apple Watch, AirPods and other mobile accessories fully compatible with Android. For example, the Apple Watch is currently the best smartwatch on the market, but because only works with iOS, millions of Android smartphone owners have ignored this great smartphone.

## Agreement with Android OEMs to get Apple apps pre-installed on newly released devices

In order to increase service revenue, Apple can negotiate with Android OEMs to get the right to pre-install iMessage, FaceTime, Apple Health, Apple Music and TV + apps on newly released devices. This will allow Apple to better compete with other cross-platform services like WhatsApp, Skype, Spotify, Netflix and other services.

## Multi-platform Swift

Swift is a powerful programming language developed by Apple, used to build applications for iOS, Mac, Apple TV and Apple Watch. If Satya Nadella becomes Apple's CEO, he will surely bring the language to Android and Windows, allowing developers to write Swift applications that can be run on all three major platforms without modification.

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