MICROSOFT
Pink Group

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Microsoft, and how it's “monopoly” has had an adverse effect on society

Robert Eastman

Introduction

• History of Microsoft
• Microsoft’s Monopoly
• Competitors Today
• Future of the Monopoly

Robert Eastman

History of Microsoft

Robert Eastman

In the Beginning

• Microsoft was founded in 1975 by Bill Gates and Paul Allen
• In 1980, IBM approaches them to make a BASIC interpreter for the upcoming IBM-PC
• IBM is working with another company, Digital Research, to make the operating system for the IBM-PC

Robert Eastman

The Big Breakthrough

• IBM's negotiations with Digital Research falls through.
• The same contract is awarded to Microsoft.
• Microsoft purchases the rights to Q-DOS for $50,000. This is later repackaged as MS-DOS.
• Gates insists that IBM let Microsoft keep the copyright on the operating system.
• Clones of the IBM-PC begin to appear.
• Microsoft gets MS-DOS onto many of these clones.

Robert Eastman
Domination of the corporate market

- In 1989 they release Microsoft Office.
- In 1995, Microsoft released Windows 95.
- More than a 40 million copies were sold in the first year after its release.
- Microsoft release their first web browser, Internet Explorer.
- Microsoft Network (MSN) is released as a direct competitor to AOL.

Internet Explorer 4.0 is released on Windows and Mac O/S.
- Microsoft taken to court by the US Justice Court and asked to stop bundling Internet Explorer with Windows.
- In 2000, judgement passed in US federal court calling Microsoft an "abusive monopoly."
- In 2004, the European Union, brings MS to court for abusing its current dominance with the Windows Operating System.

Demerits of a monopoly

- Aerlingus €300 Ireland to U.K.
- Along came competitors and now tickets are only €1.
- Automotive industry – Nissan had buy 1 get 1 free car offer.
- Electrical products – TV...
- They do not benefit society.
- Reduces innovative, high quality products and services.

Microsoft monopoly demerits

- Ms monopoly is no exception.
- Lack of innovation. “Embrace & extend”.
- Overpriced due to less competition.
- Reduced quality products and services.
- Illegal business practices.
- Lack of innovation.

MS overpriced products

- MS office home and student - $149.95.
- MS office ultimate - $679.95.
- iWork '09 - $79.
The European Commission has fined US computer giant Microsoft for defying sanctions imposed on it for anti-competitive behaviour,” - $1.4 bn.[1]

- US Vs Microsoft - '98 – OS, IF “Anti-competitive licensing practices”- $794 mn.[1]

Our needs aren’t met but their policies are imposed.
- Manipulates technology and law for selfish motives.
- Demolishes innovation and competition.
- Lowers user expectation.
- Less competitors leading to reduced quality products and services.

Mark O’Meara
Google Vs Microsoft

- E-Mail:
  - Gmail vs. Windows Live Hotmail
- Word Processing:
  - Google Docs vs. Microsoft Office
- Web Browser:
  - Google Chrome vs. Internet Explorer

E-Mail Storage (MB)

- Before Hotmail/Gmail
- After Hotmail/Gmail
- 1st April, 2004

Google Docs Vs Office

Google V Internet Explorer

May 2005

January 2009

http://www.w3schools.com/browsers/browsers_stats.asp

Future of the Monopoly: Alternative Software

Google Apps

- Compares the savings you can make using Google Apps compared to Microsoft.

Future of the Monopoly: Alternative Software

Padraig Redmond
Can the Monopoly Survive?

- Microsoft have consistently let their customers down
- Vista’s legacy will be hard to live down
- Microsoft’s future largely depends on Windows 7

What are the Alternatives?

Open Source: Cloud Computing:

OpenOffice.org

Advantages:
- Recession friendly
- Much more safe and secure
- Can be modified by anyone to suit their specific needs
  - Has become more user-friendly

Disadvantages:
- Having to adapt to unfamiliar layouts
- Compatibility issues (Internet Browsers)

Cloud Computing

A future without Operating Systems:

- Relies heavily on the internet
- Users access applications online instead of having them stored locally

Microsoft initially ignored this new technology, but has since announced Windows Azure

With Google being one of the biggest leaders in this field, Microsoft will for once have to compete instead of destroy

Conclusion

We believe that the Microsoft monopoly has just about run it’s course

Their only real option for competing in the future will be to drastically up their standards

A future without Microsoft would only benefit the advancement of technology and IT