



Historical Perspective

INFORMATION TECHNOLOGY CASE STUDY – SOFTWARE COMPANY MICROSOFT

BY

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IT CONSULTANT....SINCE 1975

SUCCE\$\$ \$TORY OF A \$OFTWARE COMPANY

- HOW MICRO\$OFT BECAME #1 \$OFTWARE COMPANY
- HOW BILL GATE\$ BECAME [one of the] RICHEST MAN IN THE WORLD

The Microsoft logo is displayed in white text on a blue rectangular background. The word "Microsoft" is written in its characteristic sans-serif font, with a registered trademark symbol (®) at the end.

SUCCE\$\$ \$TORY OF A \$OFTWARE COMPANY

- RICHEST MAN IN THE WORLD MR. BILL GATES
 - \$ 59 BILLION NET WORTH
- MR. LARRY ELLISON OF ORACLE
 - \$ 26 BILLION
- MR. SERGEY BRIN AND MR. LARRY PAGE OF GOOGLE
 - \$ 18.5 BILLION EACH

Microsoft®



DESK TOP COMPUTER

- STEVE JOBS AND WOZNIAK IN 1976 STARTED APPLE COMPUTERS IN USA
- IBM WAS A MAINFRAME COMPUTER COMPANY
- IBM PERSONAL COMPUTER
- OPERATING SYSTEM

COMPETITION TO APPLE MAC

- APPLE MACINTOSH OPERATING SYSTEM
- MICROSOFT DISC OPERATING SYSTEM
- IBM PC AND MS DOS WAS SUCCESSFUL IN USA

GUI

- GRAPHICS USER INTERFACE
- WINDOWS 3.1 WAS LAUNCHED
 - READY MARKET OF MS DOS USERS
- MICROSOFT RETAINS # 1 POSITION



IBM TRIES TO COMPETE WITH WINDOWS

- IN 1992, IN CHICAGO
 - WAR BETWEEN IBM AND MICROSOFT
 - [Mr. Jyotindra Zaveri was present in Chicago (Comdex) when Mr. Bill Gates launched the Windows 3.1]
- IBM LAUNCHES OS /2
 - TRUE 32 BIT OPERATING SYSTEM
- WINDOWS VS OS /2
 - OS /2 DIES
- MANY OTHER SOFTWARE COMPANIES WERE LAUNCHING VARIOUS APPLICATION PACKAGES BASED ON WINDOWS. MANY HARDWARE VENDORS CAME OUT WITH WINDOWS COMPATIBLE HARDWARE OPTIONS. E.G. SOUND BLASTER CARD FOR WINDOWS BASED MULTIMEDIA PC
 - MS WINDOWS GAINS POPULARITY
- BILL GATES BECOMES RICHEST MAN IN THE WORLD
- SECRET OF SUCCESS
 - SDK [SOFTWARE DEVELOPMENT KIT]

WINDOWS Operating Systems

- WINDOWS 3.1 (Started in 1992)
- WINDOWS 95
- WINDOWS 98
- WINDOWS NT WORKSTATION
- WINDOWS 2000
- WINDOWS XP
- WINDOWS VISTA
 - **LAUNCHED IN JANUARY 2007 WORLDWIDE. 39,000 stores displayed Vista simultaneously around the world**
- WINDOWS MOBILE 6.0
- Windows 7 (expected soon)



Welcome to Microsoft®
Windows® XP Professional, the
new version of Windows that
brings your PC to life! Experience
the best. Experience Windows XP.
Windows XP really delivers!

NETWORKING OF COMPUTERS

- LAN
- MULTI-USER OS
- NOVELL NETWARE OPERATING SYSTEM

MS COMPETES WITH NOVELL

- WINDOWS NT 4.0
- COMPETING WITH NETWARE
- ULTIMATELY MS WINDOWS NT WINS
 - NOVELL LOOSES THE LAN OS MARKET
- ANOTHER COMPANY MERGED
 - MICROSOFT TOOK OVER FOX PRO
 - ANNOUNCED MS ACCESS

WHAT IS LINUX?

- Linux is a free Unix-type operating system originally created by **Mr. Linus Torvalds** with the assistance of developers around the world
- The source code for Linux is freely available to everyone
- Causing a revolution in the Information Technology industry

FREE OS



- LINUX
- INITIATIVE BY PROGRAMMERS FROM ALL OVER THE WORLD
- THE OS IS A FREE DOWNLOAD FROM THE NET
- BECOMING POPULAR AROUND THE WORLD GIVING TOUGH TIME TO MS
- RED HAT IS A LEADING LINUX SUPPORT IT COMPANY
- **STUDY www.linux.org**

LINUX OS VS MICROSOFT SERVER OS

- LINUX
 - EXPERT FRIENDLY
 - LINUX SUPPORT IS A PROBLEM
- RED HAT IS A LEADING IT COMPANY THAT OFFERS SUPPORT FOR LINUX PROFESSIONALLY (YOU HAVE TO PAY)
 - THEN IS IT FREE?
- GOOD FOR HOME USERS / STUDENTS
- PROFESSIONALS PREFER MS SERVER

MS Windows Server Environment is more reliable than **Linux**. Find out how

- www.microsoft.com/india/getthefacts/
- TCO=Total cost of ownership—defined in the context of IT as the total price in money, time, and resources for owning and using hardware and software
 - Is considered to be an essential part of the MIS decision-making process and a useful metric for assessing the overall cost impact of an IT investment
- E.G. LONDON STOCK EXCHANGE CHOOSES MS WINDOWS OVER LINUX FOR RELIABILITY

SELECTING OS

- FOR ANY Data Warehousing & Data Mining solutions IT IS NECESSARY TO CHOOSE A GOOD AND STANDARD PLATFORM
- IN CASE OF FREE SOFTWARE
 - WHO WILL TAKE RESPONSIBILITY IF SOMETHING IS WRONG
- THINK OF SECURITY
 - MS OS IS SECURED

■ MOST POPULAR LAN OS FOR ERP



OTHER BIG SOFTWARE COMPANIES

- SPREADSHEET SOFTWARE # 1
 - LOTUS 123
- TOP WORD PROCESSOR COMPANIES
 - WORD PERFECT
 - WORD STAR
- PRESENTATION SOFTWARE
 - HARVARD GRAPHICS PRESENTER

MS OUTPERFORMS ALL FOUR COMPANIES FORCING THEM TO CLOSE !

- LAUNCHES COMPETING PRODUCTS
 - WORD
 - EXCEL
 - POWERPOINT
- OFFERS WITH 50% DISCOUNTS BY COMBINING ALL THREE
 - CALLED MS OFFICE 95
- LOTUS TAKEN OVER BY IBM
 - BECAUSE LOTUS NOTES – SUCCESSFUL EMAIL MANAGEMENT SOFTWARE [FOR PAPERLESS OFFICE]
 - LATER KNOWN AS IBM LOTUS DOMINO

MS LAUNCHES EMAIL MANAGEMENT SOFTWARE

- OUTLOOK EXPRESS
 - FREE WITH WINDOWS
- OUTLOOK
 - FREE WITH MS OFFICE
- MS EXCHANGE SOFTWARE
 - COMPETES WITH LOTUS NOTES (NOW IBM DOMINO)
- OTHER TEN COMPANIES DIES WHO WERE DEALING IN SIMILAR KIND OF SOFTWARE PACKAGES
- MICROSOFT AGAIN GAINS POPULARITY AND BILL GATES BECOMES RICHER AND RICHER

World Wide Web – 20 years of exploding growth.

- In 1989 – 1990, Mr. Tim Bernes-Lee (from Oxford University) started the idea of www. Hypertext based documents were invented (http).
- The world wide web is subset of the Internet.
- Today it is estimated that internet users may be in the range of 1.4 billion (2009).
- About 100 million people use U-tube to share video.

EMAIL COMPANIES STARTED MUSHROOMING

- ONE GREAT INDIAN STRIKES IDEA OF OFFERING EMAIL ACCOUNT
- FREE
- BECAME # 1 EMAIL COMPANY IN THE WORLD
- MOST SUCCESSFUL EMAIL COMPANY IN THE WORLD
- MR. BILL GATES INVITES MR. SABIR BHATIA. MR. BHATIA JOINS MS
- HOTMAIL WAS TAKEN OVER BY MICROSOFT

INTERNET ERA

- BROWSER SOFTWARE REQUIRED TO ACCESS WEBSITE
- **NETSCAPE NAVIGATOR WAS THE # 1 BROWSER**
- MS INTRODUCED **INTERNET EXPLORER**
- COMPETES WITH NETSCAPE
- MS OFFERS IE WITH WINDOWS
- FREE
- NETSCAPE LOOSES THE BROWSER SOFTWARE MARKET

Now, Google enters the Browser software market

Chrome is the new browser challenging MS IE



RDBMS

- ORACLE WAS LEADING
- MS LAUNCHES MS SQL SERVER
 - IN 1997 STARTS COMPETING WITH ORACLE, INFORMIX, SYBASE, AND OTHER DATABASES
- RACE STILL GOES ON
 - LET US SEE WHO WILL WIN --- ???
 - MS WILL BEAT ORACLE?
- MEANWHILE, MY SQL IS AVAILABLE FREE ON THE NET (LIKE LINUX)

WHO IS USING ORACLE AS BACK-END RDBMS?

- IBM Global Services, Pune
- Wipro Technology
- Zensar Technologies Ltd., Pune
- Cognizant Technology Solutions, Pune
- TechMahindra, Pune [Previously named MBT]
- KPIT, Pune
- Metamore Global Solutions Ltd, Hyderabad
- Satyam Computers Ltd, Chennai
- Dashen Bank (Ethiopia)
- NDB Bank Srilanka
- SBI Zonal Office, Bhubaneswar
- Customs and Excise, Bhubaneswar
- DOT, Pune
- National Informatics Center, New Delhi
- NALCO, Orissa
- CGM Telecom, Hyderabad
- NSE Infotech, Mumbai.

The Oracle logo, consisting of the word "ORACLE" in a bold, red, sans-serif font, with a small registered trademark symbol (®) at the end.

MS LAUNCHES SBS

- SIMILAR TO MS OFFICE
- MICROSOFT LAUNCHES 'SMALL BUSINESS SERVER'
- MANY IMPORTANT SOFTWARE IN ONE BOX
 - MS WINDOWS 2003 SERVER
 - MS EXCHANGE SERVER
 - MS OFFICE
 - MS FIREWALL
- AND MS SQL SERVER (ALMOST AT HALF THE PRICE)

MS LAUNCHES SBS

- ATTRACTIVE OFFER FOR SMALL AND MEDIUM SIZE COMPANIES
 - WHO IS PLANNING FOR ERP SOFTWARE
- MS TIES UP WITH DELL
 - DELL SERVER COMES WITH PRELOADED SBS

PAPER LICENSE

- IF YOU HAVE 100 PC
- YOU NEED TO BUY 100 MS OFFICE
- MS OFFER 'LICENSE' TO COPY ON PAPER
 - CHARGES FULL PRICE
- COPY OF THE SOFTWARE
 - NO COST ...
- ONLY PROFIT
- BILL GATES AGAIN BECOMES RICHEST MAN IN THE WORLD

MICROSOFT ENTERS INTO **ERP** MARKET

- MS HAS TAKEN OVER NAVISION ERP SOFTWARE COMPANY
- NOW MS OFFERS ERP SOFTWARE CALLED 'DYNAMICS'
- COMPETES WITH SAP AND ORACLE
- CAUTION
 - **SAP** ALTHOUGH KNOWN IN INDIA IS NOT THE ONLY ERP SOFTWARE

SEARCH ENGINE MARKET

- **YAHOO WAS FOUNDED IN 1995 BY MR. YANG AND MR. DAVID FILO (WHILE TWO WERE GRADUATE STUDENTS AT STANFORD UNIVERSITY)**
- **YAHOO WAS LEADING**
- **MICROSOFT LAUNCHES MSN SEARCH**

I am 'Googling'.

- Ultimate success of a product lies in its brand name becoming a **verb**.
- Google is one such brand.
- The search engines has managed to *obsolete* the hardcopy era of reference books such as 'Encyclopedia Britannica'.
- Google started as a project in January 1996 by Mr. Lary Page & Mr. Sergey Brin (students at Stanford).
- Now **Googling** is officially listed as a VERB in the Oxford dictionary.

COMPANY THAT IS COMPETING WITH MICROSOFT

- GOOGLE IS NOW COMPETING WITH MICROSOFT
- Free Gmail Vs. Free Hot Mail
- LAUNCHES MANY PRODUCTS COMPETING WITH MICROSOFT - FREE
- GOOGLE DOCS - SOFTWARE IS A FREE DOWNLOAD FROM GOOGLE ON THE NET, directly competing with MS Office.



SEARCH ENGINE COMPETITION

- MICROSOFT THE WORLD'S LARGEST SOFTWARE COMPANY ATTEMPTS TO BUY YAHOO (\$20 BILLION OFFER – Dec 2008)
- MICROSOFT IS UNDER MASSIVE PRESSURE TO EXPAND ITS INTERNET BUSINESS TO FEND OFF COMPETITION FROM RIVALS SUCH AS GOOGLE
- **MSN COMES FIFTH IN THE MARKET THAT HAS 40 MILLION USERS**
- THE ONLINE ADVERTISING SPEND IS ALSO EXPANDING. MAY BE IN THE RANGE OF \$120 MILLION BY MARCH 2009
- *GOOGLE HAS GROWN FASTER THAN MICROSOFT IN EVERY AREA SINCE 2004. ITS SEARCH ENGINE WON MORE USERS.*

MICROSOFT vs YAHOO vs GOOGLE

- INDIA IS IMPORTANT R & D HUB FOR MOST IT COMPANIES. YAHOO HAS 1500 SOFTWARE ENGINEERS IN BANGALORE. MS HAS 1400 IN HYDERABAD
- GOOGLE IS BASED IN CALIFORNIA. CAPTURED 56% OF US WEB QUERIES IN DECEMBER 2007, ALMOST DOUBLE THE COMBINED SHARE FOR YAHOO AND MICROSOFT. MS= 13% AND YAHOO = 18%
- US ONLINE ADVERTISING MARKET IS ESTIMATED TO BE \$27.5 BILLION IN 2008

Data warehouse



- With MS SQL Server 2005 (and now 2008), Microsoft provides a complete suite of tools for you to build data warehouse and business intelligence [BI] systems using software from a single vendor

- BI - Deliver intelligence where users want it
- Integrate data from any data source. Build, manage and deploy scalable integration solutions or populate your data warehouse and build a holistic view of your business.

Why Microsoft BI?

- MS business intelligence is delivered through a trusted and familiar environment that solves the business needs of organizations of all sizes around the world.
- Powered by the flexibility of SQL Server and delivered through the familiar 2007 MS Office system, MS BI solutions work together to provide value to all users across users organization.



Dell and Microsoft partnered to build Reference Architectures for Business Intelligence and Data Warehousing

- The Intelligent Choice for Business Intelligence
- 7 Terabyte -Dell - Microsoft SQL Server Business Intelligence/Data Warehousing configurations on Dell PowerEdge servers and PowerVault storage.





MEETING WITH THE GURU

- MR. ZAVERI RECEIVED INVITATION FROM MICROSOFT TO MEET BILL GATES PERSONALLY
- MEETING IN MUMBAI WHEN BILL GATES VISITED IN 1997 (FIRST VISIT TO INDIA)





THANK\$

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