

The History of Microsoft Corporation

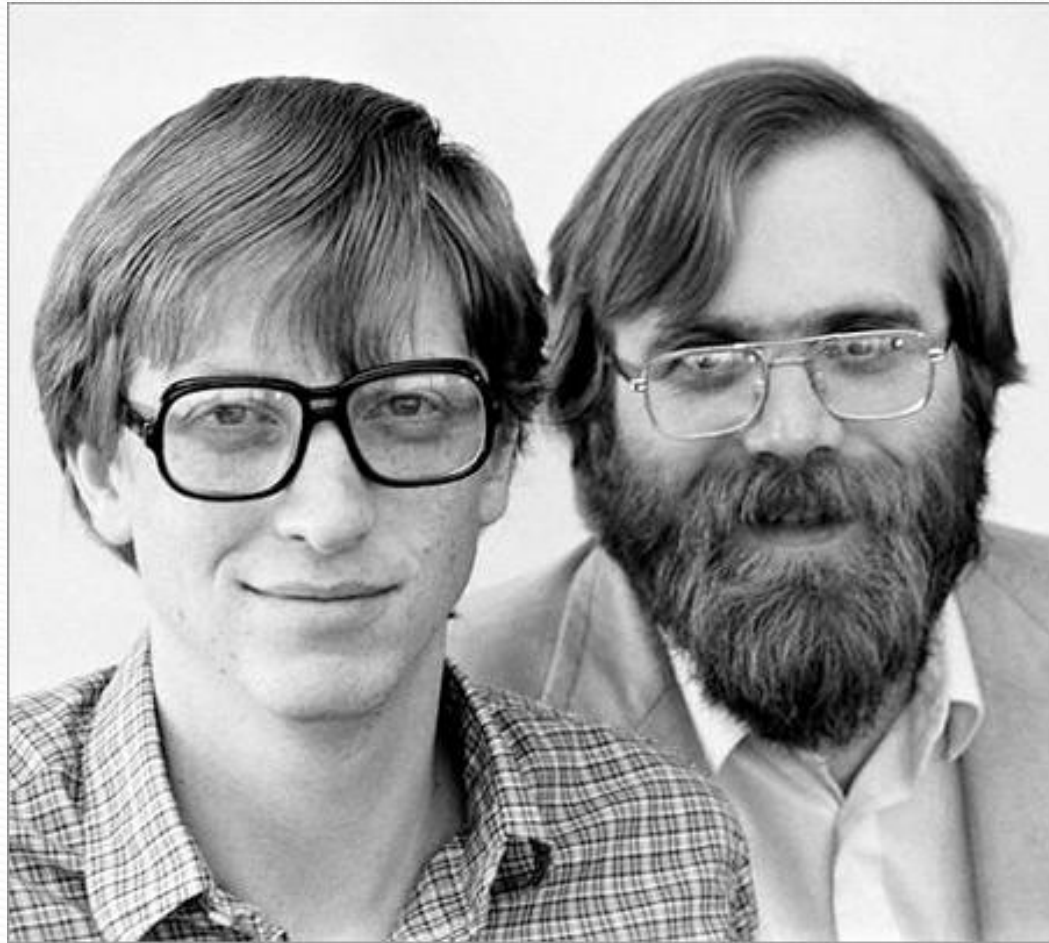
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What is Microsoft Corporation:


- Founded by William Gates III and Paul Allen.
- The largest company dedicated to creating computer software.
- Has subsidiary offices in more than 60 countries
- Has its headquarters in Redmond, Washington.

Paul Allen and Bill
Gates, founders of
Microsoft Coporation.



How it began



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- Founded by William H. Gates III and Paul Allen in 1975
 - Started as their hobby in high school, programming on the original PDP-10 from the Digital Equipment Corporation
 - Inspired by the Altair 8800
 - Started as a version of the BASIC programming language.



Some well known products from Microsoft

Microsoft Word



Microsoft Excel



Microsoft PowerPoint



Personal Digital Assistants



Internet Explorer




Xbox



Founding

- 1975 – Popular Electronics magazine featured a cover story for Altair 8800. This inspired Gates and Allen to develop a version of the BASIC Programming Language for the Altair.
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- Licensed the software to MITS, (Micro Instrumental Telemetry Systems) Altair manufacturer
- Microsoft (Originally Microsoft) was formed in Albuquerque, New Mexico, to develop versions of Basic for other companies.


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- Microsoft's early customers:
 - Apple
 - Commodore (Maker of PET computer)
 - Tandy corporation (Maker of Radio Shack TRS-80)
 - 1977 – Microsoft shipped its second language product Microsoft Fortran and soon released versions of BASIC for 8086 Microsoft processors.

- 1979 – Gates and Allen moved the company to Bellevue, Washington. (Headquarters was moved to rendered in 1986)
- 1980 – IBM chose Microsoft to write the operating system for IBM personal computer, to be introduced the following year.
 - Microsoft Bought 86 DOS (developed by Tim Patterson) from a small company called Seattle computer products for \$50,000.
 - They later modified it and renamed it MS – DOS (Microsoft Disk Operating System)
 - Microsoft was permitted to license the operating system to other companies.

MS-DOS


Starting MS-DOS...

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- 1984 – MS-DOS has already been licensed to 200 PC manufacturers.
 - It became the standard OS for PC's
 - It also derived Microsoft's enormous growth.
 - 1983 – Allen leaves the company but remains to be the board of Directors.
 - He continuous to be a major shareholder in MS

Application Software





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- MS began to develop business application for PC as MS-DOS sales took off.
 - 1982 - It released MULTIPLAN
 - 1983 – It released Microsoft Word
 - Its early support for Macintosh resulted in tremendous success on its application softwares except MULTIPLAN (faltered against lotus 123)

Windows




- 1985 - Microsoft released windows
 - Employed GUI (Graphic User Interface)
- 1987 - Windows 2.0 released
- 1990 – Microsoft released Windows 3.0
 - Followed by 3.1 and 3.11
 - These versions were preinstalled on most PCs and became the most used OS
 - MS become first to record 1 billion in annual sales.
 - Federal Trade commission investigative MS because MS was accused of anticompetitive practices.
 - FTC was unable to reach a decision and drop the case


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- 1991 – Microsoft and IBM ended a decade of collaboration.
 - IBM continues to pursue OS/2 which was a joint venture of MS and IBM.
 - MS continues to evolve Windows into increasingly powerful Systems.
 - 1993 – Apple lost a copyright infringement case against MS that claimed MS illegally copied the design of Macintosh's graphical interface.
 - MS released Windows NT, an OS for business environments.


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- 1994 – MS changed the way its OS was sold and licensed to computer manufacturers due to an agreement with the Department of Justice
 - 1995 – Windows 95 was released
 - It featured a simplified interface, multitasking, and other improvements.
 - 7 million copies of Windows 95 were sold in the first 7 weeks of its release


Recent Business Developments



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- Microsoft began to expand into media, entertainment, and communication industries.
 - MSN was launched in 1995.
 - MSNBC cable channel and website were launched in 1996
 - MS and NBC dissolved their joint operation and NBC assumed control over the cable channel.
 - 50-50 ownership was continued for the website
 - 1996 – MS introduced Windows CE, an OS for Personal Digital Assistants.


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- 1997 – MS paid \$425 million to acquire WebTV networks.
 - June 1998 – Windows 98 was released.
 - It featured integrated Internet capabilities.
 - Steve Ballmer was appointed as President of Microsoft. But Gates still held the title of CEO and Chairman.

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- 1999 – MS paid \$1 billion to AT&T to use Windows CE in devices designed to provide customers with integrated cable, TV, telephone, and High-speed Internet services.
 - MS also released Windows 2000, the latest version of Windows NT
 - January 2000 – Ballmer becomes CEO, while Gates retains Chairman position and took the title of Chief Software Architect to focus on the development of new products and technologies.

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- 2001 – MS released Windows XP, the first Windows OS for customers that was not based on MS-DOS
 - The company also released the Xbox, its first venture on gaming consoles.
 - MS also announced its business strategy, known as .NET
 - .NET sought to enable a variety of devices to communicate w/ each other.
 - Confusion over the term .Net led to the adoption of the slogan “seamless computing” in 2003.

Other major business developments in the 21st century




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- Tablet PC – a laptop that featured handwriting-recognition software and wireless connection to the Internet,
 - 2003 – The company began to focus on “trustworthy computing”
 - Their programmers were required to improve their skills in protecting software from malware.
 - 2004 – Microsoft sold its innovative online news magazine, *Slate*, ending the experimental online magazine.
 - Microsoft unveils new generation video game console, the Xbox 360

Xbox 360

The Xbox 360, which went beyond gaming, providing customers with the ability to play audio, video, and photo files.



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- The same month, Gates and Ray Ozzie(the newly appointed Chief technology officer) announced a new web services initiative
 - provided software services through the Internet, accessible from any browser.
 - June 2006 – Gates announced he will be transitioning from a full-time role in Microsoft to a full-time role in Bill and Melinda Gates foundation.
 - He only planned to have a part-time role at MS, but retaining the title Chairman
 - Transferred the title Chief Software Architect to Ozzie.

Windows Vista


- November 2006 – MS released Vista, its first OS since XP.
 - Made available to business only at first.
 - Consumer version released in 2007.
 - Won generally favorable reviews for its improved graphics , search capabilities and security protection.



Windows 7

- More simplified and faster than Vista.
- Better appreciated than Vista.



A close-up portrait of Bill Gates, smiling slightly, wearing glasses, a dark suit, white shirt, and a patterned tie. The background is a warm, out-of-focus interior.

y our most unhappy customers
are your greatest source of
LEARNING

Bill Gates

Unseen Era Design Lab . . .