

Software Development
&
Windows 7 - Beta

Three Desktop Operating Systems

- Linux
- Macs, and
- Windows

Operating System Objectivity Difficult

- We all have our biases which tend to be more historical than factual,
 - Geeks have an affinity for Linux,
 - Products of the educational system, Macs, and
 - Private industry, Microsoft
- Trying to have an objective conversation about an OS is similar to a debate of political or religious beliefs, it's virtually impossible!

Desktop Operating Systems

Market Share – Q4 2008 & Q1 2009

Source	XP	Vista	2000	MS Total	Mac OS	Linux
Net Apps	63.76	22.48	1.37	88.26	9.93	0.83
W3	71.37	13.72	2.08	88.89	5.16	2.06
Xiti	66.04	24.47	1.23	93.30	4.46	1.20
OneStat	72.02	21.16	0.54	93.72	3.66	0.47
Median	68.71%	21.82%	1.30%	91.10%	4.81%	1.02%

Call... To Get Involved!

- Whatever your predilection for an operating system, this is a call to get involved, make your voice heard:
 - Participate in “beta” testing,
 - Contribute to Blogs and Forums,
 - Subscribe to newsletters, and stay informed
- You can be instrumental in making your operating system the best that it can be!

How Software is Developed

- Software development is both an “art” and a “science”
- The “science” of software is typically the proprietary vendor code on which it is built,
- The “art” is the process that is used to bring the product to market

The Process

- Software is 1st “developed” by technicians, based on perceptions of market wants and needs,
- When technicians believe they have it right, the product is rolled out to a “small” User audience,
- The product is then “typically”, modified, based on User comments, then
- The modified product is rolled out to a larger User audience, for more comment and adjustment,
- The process continues until the Vendor believes that they have it right
- All software developers essentially use the same process

No Guarantees

- Adhering to the well defined software development process does not guarantee success, however...
- Not adhering to the well defined software development process will insure failure!

What Accounts for Product Failures ?

- Product failures and ineffectiveness are typically attributable to the “art” component, not the science,
- The “art” component of a product launch is very complicated, it assumes...
 - A broad sample, with User feedback
 - that you know what questions to ask of Users,
 - that Users are “qualified” to render opinions
 - that you understand what Users are saying to you, and
 - that you are willing to act on User input.

Microsoft Software Development

- Internal “technical” development,
- Multiple “Beta” versions and product adjustment based on User input,
- A “RC” (Release Candidate) version, and
- A “RTM” (Release to Manufacturing)
- Product “launch”

The Mechanics Are Easier

- The evolution of web based technologies have made software development, “potentially” more effective...
 - Beta versions can be made offered to large, diverse audiences quickly, via a Web download,
 - User operating system feedback can be virtually instantaneous, via Blogs an Forums
 - User feedback permits Developers to react and quickly make adjustments, and
 - The process has the potential for maximizing User acceptance, if you get the “art” right!

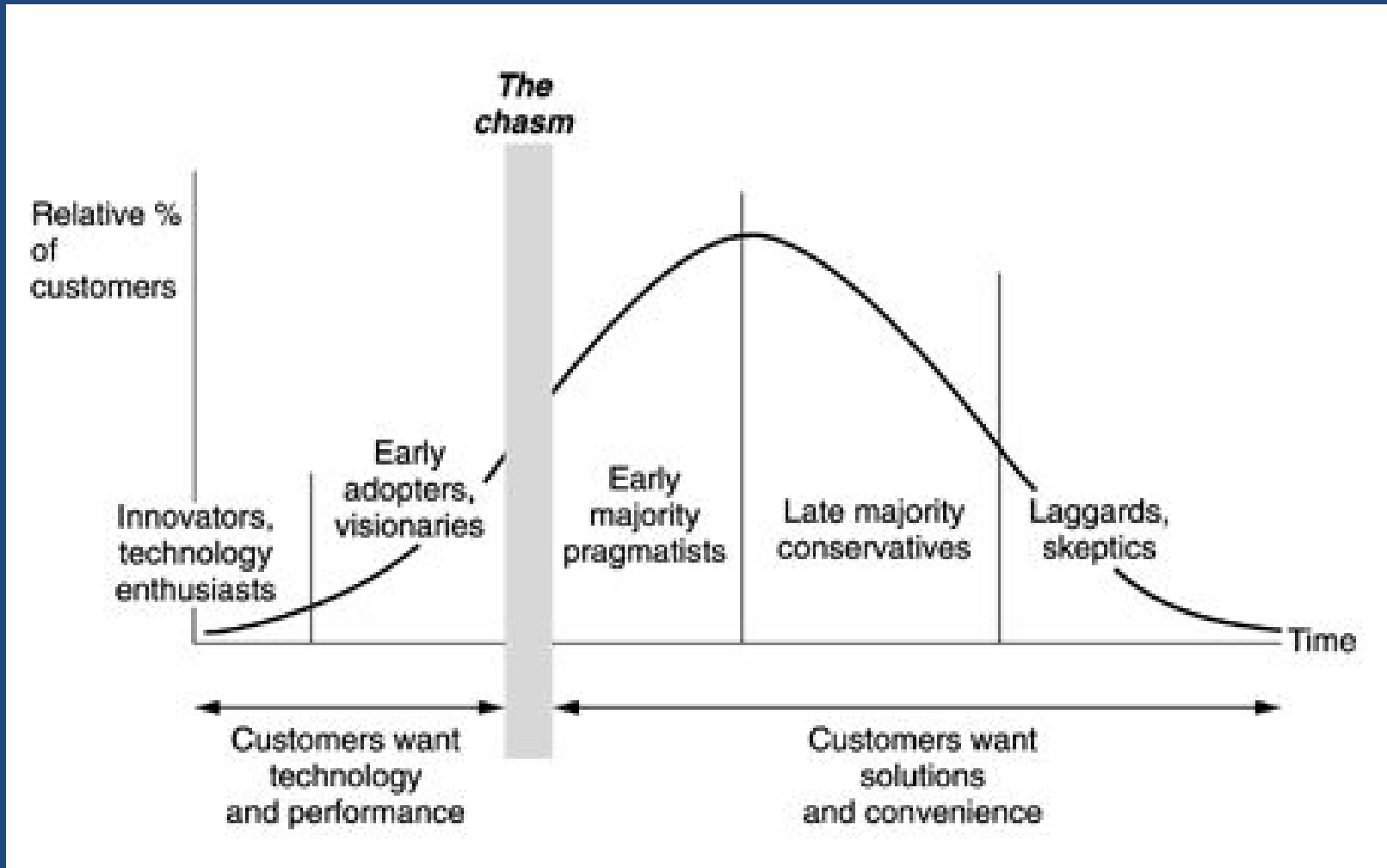
Vista Problems

- Changed the way software works,
 - Invalidated “legacy” software
- User Account control
- Vista requires more system resources than previous operating systems,
- The look, feel, description and organization of components is different from other OSs, and
- The marketing mantra was, that “you can do more with less”, which is not true!

Should a User Embrace a New OS ?

- 1st you should ask, does your current OS meets your needs ?,
 - If no, then when should you “upgrade” ?
- 2nd you should understand yourself as a User,
 - There are at least two types of Users
 - “Early adopters”, defined as those that have a high tolerance for issues, and
 - “Late Majority”, defined as those with minimal tolerance for issues

Technology Adoption Model



How to Master an Operating System

The keys to mastering any operating system are,

1. Familiarity with the Graphical User Interface (GUI) and learning how to navigate the operating system are the keys,
 - All operating systems are similar and contain the same stuff
2. Mastering “what to do... when you don’t know what to do”

Windows 7

Beta

Consensus - 1st Impressions

- Wow!
- Cleaner,
- Easier,
- Leaner,
- More intuitive,
- Faster on existing hardware,
- Consumes less resources, and
- Windows 7 is what Vista should have been!

New & Updated Features

1. **Installation**- quick and easy,
2. **Drivers**- excellent out of the box
3. **User Account Control (UAC)** – adjustable
4. **Applications**- reduced, upgraded, add-ons embraced,
5. **Networking**- simplified, “Home Groups” added,
6. **Windows Live Mail**- enhanced,
7. **Administration**- Action Center added,
8. **Search**- improved
9. **Internet**- automatic configuration, upgraded browser
10. **Credentials**- saved passwords is a great addition

Windows 7 Update

- Windows 7 Beta was made available in early January,
- Since the beta release 38 “improvements” have been made based on User feedback,
- None of the enhancements are reflected in the beta version which you are about to see

Interested in Microsoft Technologies?

- Visit the Windows 7 website
<http://www.microsoft.com/windows/windows-7>
- Sub scribe to the Windows RSS feeds,
- Join the Microsoft Partner Program
 - Enroll in Action Pack or TechNet
- There is a MPP segment for every interest, administration, hardware and software
- Download the next release of Windows 7, and
- Add your voice to the process, follow the Blogs and stay informed