

# Transition of Software and what “Openness” means

Advanced Strategy and Policy  
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# Tracking Back Microsoft's way

'90s



'80s



'70s



# Vision from 1975

*A computer on every desk and in every home*

**Bill Gates**

**Paul Allen**



# Pre-PC era :Proprietary WORLD

- CPU Instruction-set
- Bus Architecture
- Storage (FD,HDD,CD,DVD)
- Network Architecture
- Form of Connector (Cable for Printer )etc.
- API, Graphics Library
- Command Sets, user Interface
- Language, Tool, Library
- Kanji-code sets, Japanese Input Method, Fonts
- Control Code, Protocols



# Only “Open” market creates Innovation and new-industry and business



# Activity through standardization

HTML, XML



Web Services  
Industry Support



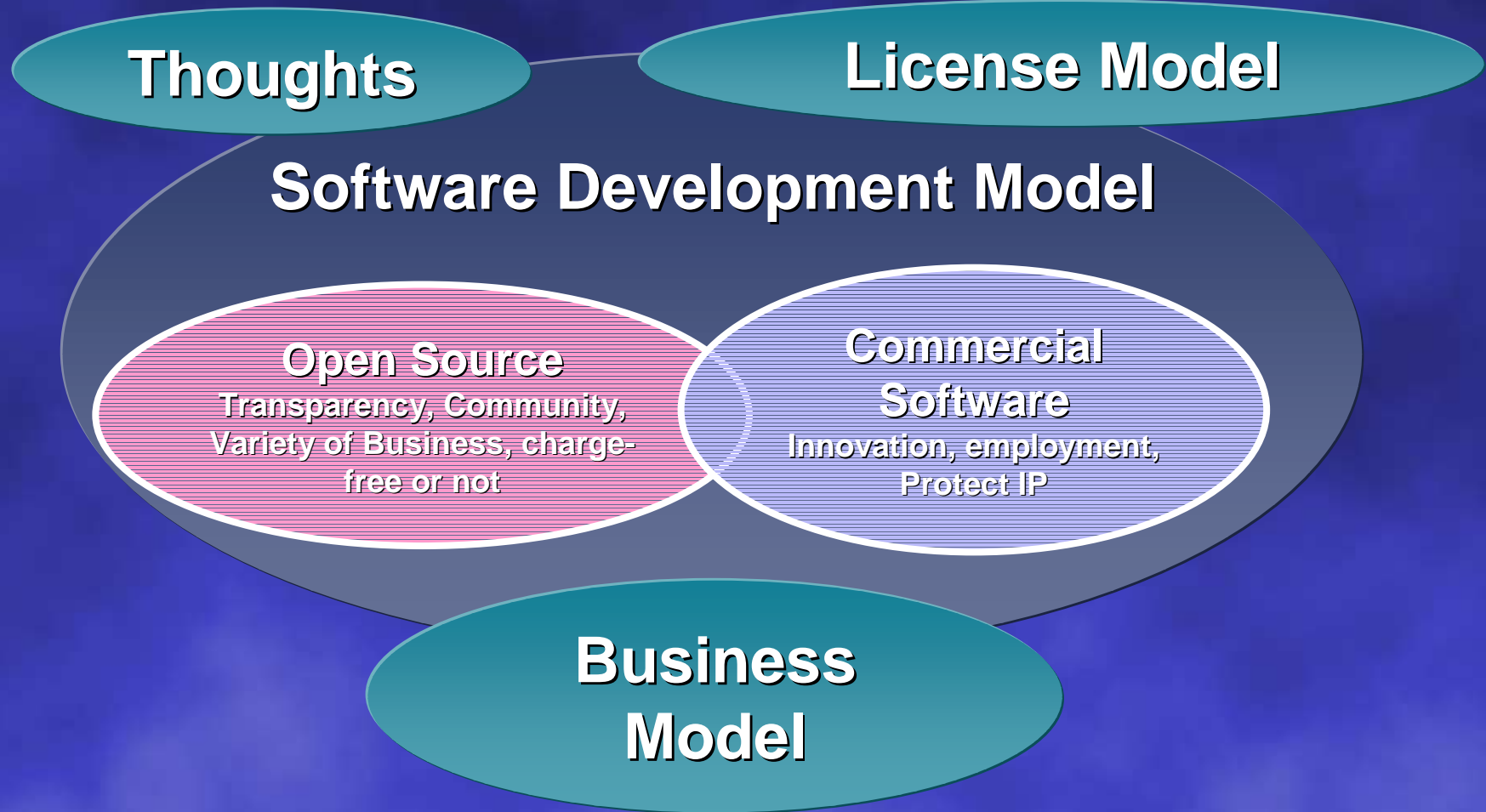
UPnP



ECMA (C#) etc.



# Software Development Model





# Commercial Software Principles

- Good for Industry

- **XML Standards**

- Customer support, responsiveness & security

- **Simple & low-cost**

- Innovation



# Driving Shared Source Initiative

- For Enterprise, University, Research Facility (as of Jan. 2003)
  - Windows Source Code License : #200
  - .NET Source Code License : #40,000 (inc. 'Passport' Source Code)
  - Windows CE Source Code License : # 135,000
  - Windows CE Source Code modification for commercial use
- GSP: Government Security Program
  - From Jan. 2003
  - # 20 Governments. Decided to adopt (as of end of Oct. 2003)
  - Now under discussion with more Governments.

# Accessibility

- **As an OS**
  - From Windows95, equipped as standard function
  - Co-development with Japanese ISV for next version of Windows
- **Educational campaign**
  - Guidebook for Accessibility
- **More Importance on Accessibility**
  - More coverage of Office2003
  - Guideline of JEITA / JSA (Japanese Standards Association)



# Trustworthy Computing

- Vision of safe and reliable computing
- Approaches
  - Fundamental research
  - Engineering advances
  - Business culture and process changes
  - Policy and regulation
- Customer perception → quality = security
- Requires industry-wide commitment



# Microsoft's mission

**To enable people and  
businesses throughout  
the world to realize their  
full potential.**



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