

the Internet is clearly in the second phase. This is not to diminish or leave out many battles waged in the early nineties, some of which continue to this date, in all aspects of computing including databases, networking and applications. In 'Battle of the Networks'; Microsoft won over Novell, a well entrenched networking company with an excellent server platform, loyal customer base and first true professional IT training program. Novell is still around, with over \$1 billion in sales in 2004, but they never fully recovered or transitioned with the Internet. In 'Battle of Office Suite,' Microsoft trounced the Word Perfect suite. Word Perfect Corporation initially teamed up with Borland's spreadsheet program Quattro Pro in Borland Office, but Word Perfect was sold twice, first to Novell in 1994, which then sold it to Corel in 1996, when Novell found it could not compete against Microsoft. Word Perfect is still around, but mainly in a few vertical markets such as law firms. In the 'Baja Database Wars', as opposed to Alta or upper databases, Microsoft created it's lower end product Access and bundled it in Office ensuring its success at that level. Microsoft then bought an excellent competitive database product called FoxPro to take over the next tier. At the upper end, Microsoft built SQL Server to take on Oracle and IBM; however, in this instance, both Oracle and IBM continue to hold their own and are more focused on each other than Microsoft. Then there was the "Browser War" with Microsoft vs. Netscape. At one point early on I remember checking our server logs and Netscape led with a whopping 80+% market share. As of writing this an analysis today puts Microsoft Internet Explorer as 92.99%. Needless to say, Microsoft won that battle. With all of these battles, Microsoft created quite a few enemies. Microsoft detractors claim that Microsoft has continually operated by unfair rules and as a monopolist. Besides much harsh rhetoric, the competitors have often sued Microsoft including governments such as the U.S. Department of Justice, EU, Japan and others. Microsoft has recently settled many of these lawsuits, paying out extensive settlements including \$761M to Real Networks and \$1.95B to Sun Microsystems both of which alleged Microsoft had competed unfairly against their software technologies. There is no doubt that Microsoft has used very strong business tactics in the past. Perhaps these tactics were learned from their early experience in watching IBM. But through all of these battles, Microsoft and Bill, have learned invaluable lessons and emerged stronger as a result of them. The computer industry is like no other. Friends and enemies are constantly working together and against each other. It all depends on which area and at what level. In the movie



Bill Gates on the 2005 College Tour

Gladiator, General Maximus states, "A soldier has the advantage of being able to look his enemy in the eye, Senator." In this arena enemies not only look each other in the eye, but often must sail the same ship together.

In Phase II of the information age, Bill has taken Microsoft into new areas such as gaming with its successful Xbox system. Within a span of four years Microsoft went from zero to second place in the game console market against such entrenched and long term players as Sony and Nintendo and put to rest the Sega Dreamcast console. Microsoft's first move was to acquire a little Macintosh gaming company called Bungie Software, which made an incredible multiplayer combat game called Marathon. The Marathon engine was then developed for this new platform and would become Xbox's wildly successful Halo title. This was a brilliant move from out of nowhere. Clearly Microsoft has hired some managers with an eye for talent. Now Microsoft has launched its Xbox 360 beating Sony's Playstation3 to the market, and hitting the market at a time where investment in high definition televisions complements Xbox 360's new hardware superiority. Microsoft has wisely continued its Xbox design away from any resemblance of a traditional PC, while at the same time building on this platform for its ultimate goal of becoming the center of the digital family room. Keep watching as Microsoft is 'playing' for keeps.

As is readily apparent with this brief summary of many events, Bill has been exceptionally busy and productive. While Bill has put is long time friend and confident Steve Ballmer in the CEO position, it's clear that his guiding hand and vision will be leading Microsoft from for some time to come. Whether you agree or disagree with his strategies, he has impacted the computer industry, and in his way contributed to its explosion and growth.

While Bill had certainly amassed a fortune, he intends to give substantially all of it away. In addition, Bill created the Bill and Melinda Gates Foundation with an endowment of \$28.8 billion dollars, which has four main focus areas including global health, education, public libraries, and the Pacific Northwest. Through this foundation, the largest in the United States, Bill's generous philanthropic efforts will have a substantial benefit to humanity. With his personal crusade to wipe out Malaria, and contributions to solving global health issues, he is personally in a unique position to better this world. For his philanthropy and all of his work in technology we declare he is a **'Legend in our Time.'**

THE INTERVIEW

U. MAG. What interests you in the college market? Why are you doing a college tour?

BILL GATES: Well, it's an opportunity for me to get out and talk about the frontiers of software and the big breakthroughs that will be made in the next decade, and talk to the young people who are going to get to do that work. I spend about half the time, maybe even a little bit more than that taking questions, so it's always interesting to me to know what they're interested in, what they're challenging you with, what breakthroughs they would like to see achieved.

So it helps me see what's going on, it helps us spread the word about some of the great opportunities in computer science, hopefully it gives them a little bit of sense about what software is going to be like and some of them may find careers at Microsoft.

U. MAG. Oh, there's a place for graduating students at Microsoft?

BILL GATES: Oh, absolutely. We're 99.9%, I don't know, the last time we