Welcome
Click on your user account to log on
Matthew Cheng
Type your password and click Go.

Microsoft .NET

Presented by: Matthew Cheng
Special Thanks to Joshua Li
A Revolutionary Business

- Internet is the future of the industry
- Clear Vision of the Digital World
  - Media
  - Business
  - Knowledge Workers

Today: The Browsing Era

- Old Mainframe Model
- Presentation network
- “Read-Only” Information
- Analog User Interface
- Separate “islands” of Devices
- No interoperable infrastructure of language for the future
Beyond Browsing

Individual Devices

Multiple Devices, *combing*
Application & Presentation

The Next Generation Internet

- Redefining the Internet as:
  - a web platform
  - an intelligent agent
- Enabling software across multiple devices
- Standardize a Natural Interface for media input

XML is Key
Xtensible Markup Language

- Industry project (W3C)
- Replace HTML
- Database Exchange language
- Programmable

Microsoft .NET Initiative

- Rich penetration of Internet platform
- Client-service network
- Programming Infrastructure for the Internet
.NET Platform

- .NET infrastructure of services
- .NET user experience to enable rich clients
- .NET building block services
- .NET device software

.NET Platform: O/S

- Similar to Windows and other operating systems

A Natural Evolution

As big a transition as from DOS to Windows
.NET Platform: User Experience

- A Talking Computer?!
- Components:
  - Natural Interface
  - Universal Canvas
  - Information Agent
  - SmartTags

*Natural Interface, NOT Simulated*

.NET Products and Services

- Windows.NET
- MSN.NET
- Personal Subscription Services
- Office.NET
- Visual Studio.NET
- bCentral for .NET
Third Party .NET Services

- Vast range of partners and developers
- Opportunity to produce corporate and vertical services built on the .NET platform

*Next Generation Internet & .NET standards will not be defined solely by Microsoft!*

Empowering...

- Consumers
  - Simplicity
  - Personalization
  - Zero management
Empowering...

- Knowledge workers and businesses
  - Unified browsing, editing and authoring
  - Rich coordinated communication
  - Powerful e-business tools

Empowering...

- Independent software developers
  - Code to create advanced new services
.NET Vision

- Empowerment for consumers, businesses, software developers and the entire industry
- Unleashing the full potential of the Internet
- The Web the way YOU want it

Summary: SWOT Analysis

Strengths:
- MSFT brand
- Bill Gates
- Huge market share
- Heavy R&D
- Infinite resources

Weaknesses:
- Unwillingness to let go of Windows OS
- Low retention of talent

Opportunities:
- Participate in defining industry
- Leveraging products using the Internet
- Redefining MSFT

Threats:
- No contingencies
- Antitrust: An Internet Revolution the Msft Way?
- Losing stronghold
Where Do You Want To Go Now?