

Tech Battle

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Google

vs

Microsoft

Heads Up

- Unorthodox use of adjusted winner
- Items - majority of market share
 - Tech companies aim for entire market
- Parties - companies
 - Allocate more resources to valuable items
- Google: \$197 billion
- Microsoft: \$269 billion

Microsoft

- 1975
- Bill Gates & Paul Allen
- MS-DOS & Windows
- Released MS Office in 1990

Google

- 1998
- Sergey Brin & Larry Page
- Search engine (directory of the web)
- By 2000, largest search engine
- Expanding into other products

Items

- Search Engine
- Operating System
- Mobile OS
- Productivity Suite
- Cloud Services
- Corporate Tools



Search



Google

- google.com
- Core business
- 96% revenue from ads
- 80.4% market share
- 50 points

Microsoft

- Bing
- Launched 2009
- \$1 billion loss / quarter
- 8.8% market share
- 10 points



Google

- Chrome OS
- Free
- Ad revenue
- < 1% market share
- 10 points

OS



Microsoft

- Windows
- \$5.1 billion profit
- 26.5% of stock price
- 86% of market share
- 25 points



Mobile



Google

- Android
- Open sourced
- Large market share
- Patent issues
- 10 points

Microsoft

- Windows Phone
- Bing searches
- Compliments office, email and corporate offerings
- Critically acclaimed
- 15 points



Productivity



Google

- Google docs
- Web based
- Limited features
- Collaboration tools
- 15 points

Microsoft

- Office suite
- Launched in 1990
- Standard in workplace, academia and everyday use
- 36.9% of stock price
- 30 points



Cloud



Google

- App Engine
- Proprietary Google tools
- Bigger learning curve
- Security & privacy concerns
- 5 points

Microsoft

- Azure
- Open source technologies
- Strong reputation among corporations
- 10 points



Business Tools



Google

- Google Apps
- Boost from gmail and Google docs users
- 0.6% of stock price
- 10 points

Microsoft

- Office 365
- Microsoft exchange server
- Easier migration
- 10 points

AW - First Pass

	Google	Microsoft
Search Engine	50	10
Operating System	10	25
Mobile OS	10	15
Productivity Suite	15	30
Cloud Services	5	10
Corporate Tools	10	10
Current Sum	50	80

AW - Second Pass

	Google	Microsoft
Search Engine	50	10
Operating System	10	25
Mobile OS	10	15
Productivity Suite	15	30
Cloud Services	5	10
Corporate Tools	10	10
Current Sum	60	80

AW - Shared Item

	Google	Microsoft	MS / Google Ratio
Search Engine	50	10	
Operating System	10	25	2.5
Mobile OS	10	15	1.5
Productivity Suite	15	30	2
Cloud Services	5	10	2
Corporate Tools	10	10	
Current Sum	60	80	

AW - Algebra

$$60 + 10x = 80 - 15x$$

$$25x = 20$$

$$x = \frac{20}{25} = \frac{4}{5}$$

AW - Results

	Google	Microsoft
Search Engine	50	10
Operating System	10	25
Mobile OS	$0.8 \cdot 10 = 8$	$0.2 \cdot 15 = 3$
Productivity Suite	15	30
Cloud Services	5	10
Corporate Tools	10	10
Current Sum	68	68

AW Accuracy

- Ongoing battle
- Too early to tell
- IMO
 - Microsoft : OS, Productivity Suite
 - Google: Search
 - Unclear: Mobile OS, Cloud Services, Corporate Tools

AW

- Adjusted winner did fairly well
- Limitation of AW if inability to split multiple items
 - Cloud and corporate tools
- Real business is affected by lots of variables

Early Signs?

- <http://techcrunch.com/2012/05/01/google-wins-35-million-u-s-government-contract-over-microsoft/>

Works Cited

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