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IBM and OX2 could not imagine in their worst dreams that a young company, launching Windows at a startup, would ever be a corporation and what is more, a monopoly that will sell 210 million copies of Windows XP in 2003. Even prescient Wall Streeters were not able to predict the Microsoft’s market value of $293 billion and 85. 7 percent of Gross Profit Margin (GPM) in 2007, while Apple Inc. market value amounts only $112, 82 billion (According to data provided by Forbes). Today, Microsoft is monopolizing the software’s market and leaves no ways out even for such software giants as Linux and Mackintosh.     Yet, the bugs can happen in the most complete product; we remember the history of Mac OS X updates and the long five years of the Windows Vista’s making process, for hardware and computer technology in general went far beyond the capabilities of Vista software. Still, these progresses and upgrades cost a pretty penny to average user.

The question remains: to buy or not to buy the new software for the old desktop, laptop or palmtop?     The new operating system of Microsoft Corporation, Windows Vista, is not worth purchasing for three particular reasons: it is expensive, it requires all new hardware, and it promotes the monopolization of Microsoft. Since it has reached the status of monopoly, Microsoft keeps jacking around users, over-charging them and leaving no alternatives. Even though Mac OS X was updating the software a number of times because of flaws, crashes, and hackers’ ‘ help’, it still beats Windows in all aspects, except for gaming.

The managers of Microsoft made a mythical assumption that the potential users of new operating system can afford the latest devices as well. So, should we consider that tendency to spend money for the latest products means the odd tendency to get the cutting edge? After all, the sphere of operating systems is not a ‘ Hollywood’, where celebrities’ craving for being around forces them to spend excessive sums to get the greatest in order to reach to top floor. The boom for Vista’s new features may turn out to a trap of issues with drivers and hardware.“ Flaws of Windows Vista”                                                                                                                                                                       “ Page #2”     Comparing to XP, prices for Windows Vista are twice as much (even the basic editions).

Let us compare prices of Vista editions, provided by the official website of Microsoft Corporation. The operating system, which was released on January 30, 2007, has several editions (just like XP) that are aimed at every kind of PC users – from homes to enterprises:                                              Download from Microsoft                             Buy and ShipStarter                                    —                (unavailable)                            –Home Basic                       $99. 95                                                 $79. 99 to $139. 99Home Premium                 $159. 00                                                $136. 78 to $167.

92Business                            $199. 00                                                $142. 99 to $224.

99Ultimate                             $259. 00                                                $178. 99 to $278. 49Enterprise                               —                    (privacy)                                 –On the other hand, the average prices for Mac OS and Linux are $118 to $199 and $184 to $204 accordingly. The biggest problem of these software corporations is their limited users’ area, while Microsoft is designing its products to improve the computer skills of any-level PC user.     The five-year efforts were not put in vain – Vista editions had really covered issues, dealing with security (Windows Defender/Firewall, Windows BitLocker Drive Encryption), info searching and sharing (Internet Explorer 7, instant search, Windows Meeting Space, Windows Fax and Scan, Remote Desktop Connection, Network and Sharing Center), mobility (Windows Mobility Center, Tablet PC support), entertainment (Windows Media Center, Windows DVD/Movie Maker, games, Windows Picture Gallery), and flaws’ protection (Windows complete PC Backup and Restore, Scheduled Backup).

No doubt, all these features, along with fascinating new Aero ‘ glass’ experience and Windows sidebar, make Vista secure, easy-and handy-to-use. Yet, is the range between $80 and $280 for different editions the final price to pay for?“ Flaws of Windows Vista”                                                                                                                                                                       “ Page #3”     That’s the point: the stumbling block of Windows Vista was and remains the hardware. According to Denise Dubie, the reporter of NetworkWorld, the results of the survey, conducted by desktop management vendor, Everdream, show that “ about 80 percent of machines did not meet at least one of Microsoft’s four criteria for optimal systems targeted for Vista upgrades” (PC World, 2007).

Windows 95 required processor power, Windows XP – ample Random Access Memory (RAM), as for Windows Vista, here comes first the graphics card to get the full Aero experience. What are the Microsoft requirements and why they are so essential? The four criteria are:                       Desktop/Laptop-          1 GB/512 Mb of RAM; 1 GHz/800 MHz processor/microprocessor; 40/20 GB hard drive; 15/15 GB free hard drive space. Some additional requests – 128 Mb graphics memory, DVD- ROM, and Internet access – make the PC run with Windows Vista without serious limitations. These data are the least requirements for limited number of applications and features. Therefore, the upgrade of the old PC may average $150 (extra hard disc, USB ports, WiFi card, sufficient RAM). Besides, the downloaded Microsoft’s Vista Upgrade Advisor, Microsoft Application Compatibility Toolkit, Vista Hardware Compatibility List, or Microsoft Standard Analyzer, may shock you with messages like ‘ you need new hardware parts’, or new graphics card (another flaw – Microsoft have not made any agreements with software vendors that could provide particular drivers), new software for the Linksys WiFi network card, the latest version of Norton/Kaspersky/NOD Antivirus software. If the user follows the instructions of Advisor, he will finally end up and the message ‘ your computer is Vista ready’ may inspire him/her to install it immediately.“ Flaws of Windows Vista”                                                                                                                                                                       “ Page #4”     Nevertheless, the Vista installation, which is supposed to take 20 minutes, will take almost 4 hours of upgrade from previous OS – XP.

And it is just the beginning. If the user has such devices as webcam, printer, scanner, or palmtop, he can face unexpected problems that canhardly be settled. The first side effect, or one more flaw, is that Vista will not recognize these devices and require new software drivers – yet, who has ever asked hardware and software vendors to join the Windows ecosystem. If printers run – fine, but the vendors of 2-year scanners must supply hardware drivers to run smoothly with Vista. The solution of this problem may come in a month or, even, later, especially if vendors provide poor customer support.

Another issue – wrong TCP/IP settings may cut the user from the Internet access, until he finds these technical details. As for the Pocket PC, the new OS is working only with 2003 editions and higher, because the R&D department of Microsoft established its own refresh rate of mobile devices – eighteen months, after that period they would no longer be in use because of new, latest ones. Besides, game, home or business usage requires different hardware, just like PC, laptops, or Pocket PC.     Therefore, old parts of hardware block or limit the brand new or renewed features of OS and the logos of ‘ Vista Ready’ or ‘ Works with Windows Vista’ have pitfalls of product limits.

The two ways to avoid Vista flaws are to use the old machine, clean the hard drive and install ‘ limited’ version of Windows Vista, or to wait for the second wave of updates, which can be in June, buy a new machine with pre-installed Vista (at least, the user will have a guarantee that all programs and drivers were tested) and have a PC that will run safely, smoothly and securely.     Since 2001, when Microsoft has launched XP edition, the corporation became the world’s largest software producer (ten million copies per month, except from corporate licenses) and a“ Flaws of Windows Vista”                                                                                                                                                                       “ Page #5” monopoly on the OS global market. Oxford dictionary gives the following explanation of monopoly – it is the exclusive possession or control of the supply of a commodity or service (2005), as for Blinder et al., “ a pure monopoly is an industry in which there is only one supplier of a product for which there are no close substitutes and in which is very difficult or impossible for another firm to coexist” (p. 212).

In 1998, Microsoft was sued for monopolistic actions against software and hardware companies by forcing them to give up their legal rights. Yet, the corporation kept fighting and in 2006 the journalists questioned about actions to “ eliminate the Microsoft desktop monopoly – a market where Windows, Office and Internet Explorer all have more than 90 percent market share” (Business Wire, 2006).     It seems that Microsoft is repeating the AT&T syndrome.

In the late 1880s, Bell, Hubbard, Sanders, and Watson, made an agreement “ Bell Telephone Association” without capital. “ The four men had at this time an absolute monopoly of the telephone business; and everybody else was quite willing that they should have it” (Casson, 2006). Yet, MS monopoly contradicts the present globalization, where the total quality management (TQM) rules domestic and international production. Just like AT&T’s break up in 1980s, Microsoft will face it sooner or later. For it has forced Apple Inc.

, Walt Disney Co., AOL, Movie Link to support Digital Rights Management (DRM) software, so that digital music and videos could be played on various devices. Dell Inc.

, Samsung Electronics Co. Ltd, as well as other vendors, have to design software and hardware that will work with Vista, Windows Media Player and other applications of the new OS.     Today, Microsoft is jacking its customers to pay and upgrade more, vendors to design drivers that will fit the new OS, and global market to turn the blind eye towards its monopoly. Still, it does not rule according to TQM and just like Xerox, IBM, Motorola, and AT&T, Microsoft will face flaws of globalization in its own ‘ ecosystem’ and will have only two ways out: to die or to survive, adapting the new competitive methods.

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