



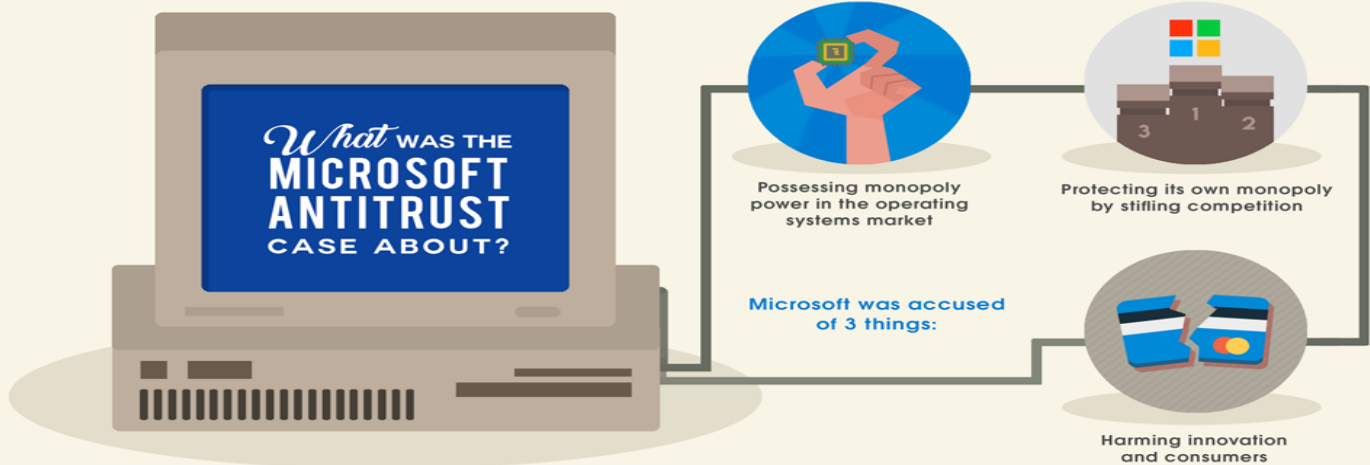
Infographic

United States VS Microsoft

WILL RINEHART | FEBRUARY 28, 2018

UNITED STATES *vs* MICROSOFT

There is a shift toward stronger antitrust enforcement in high tech. Some have looked to the Microsoft antitrust case, *United States v. Microsoft Corporation (2001)*, as an exemplar for today's companies. Yet for today's successful tech companies, this case wasn't as important as many proclaim, and doesn't chart a path forward.



BUT TECH *changed* DRAMATICALLY



The downfall of Microsoft never happened because the Internet added to—rather than took from—the value of the OS.



Linux became a fully operational competitor to Windows. Then, Apple sparked the smartphone revolution, creating a new space of competition.



Instead of taking Microsoft head on, Google and Amazon helped to birth the world of on demand servers and cloud service.

Microsoft's inability to monopolize a number of different markets highlights the difficulty and the competition that exists in the space.



MSN Search was launched a year before Google, but it failed to find as much success.

Wikipedia even has a page dedicated to Google products that were sent to the dustbin.

Tech success isn't based on contingency, it's based on competition. Tech dominates the charts for the most money spent on research and development for good reason. Competition is cutthroat and relentless. No one company could have stopped it all.

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