ABANDON THE GOOD SHIP WINDOWS 8?

WHY WOULD ANYONE DO THIS?

Lorrin R. Garson
OPCUG & PATACS, June 15, 2013

Three Rhetorical Questions …

? ? ?

Is the Good Ship "Windows 8" Sinking?

Windows 8

Perhaps Just Listing to Starboard?

Or Is Opportunity Knocking?
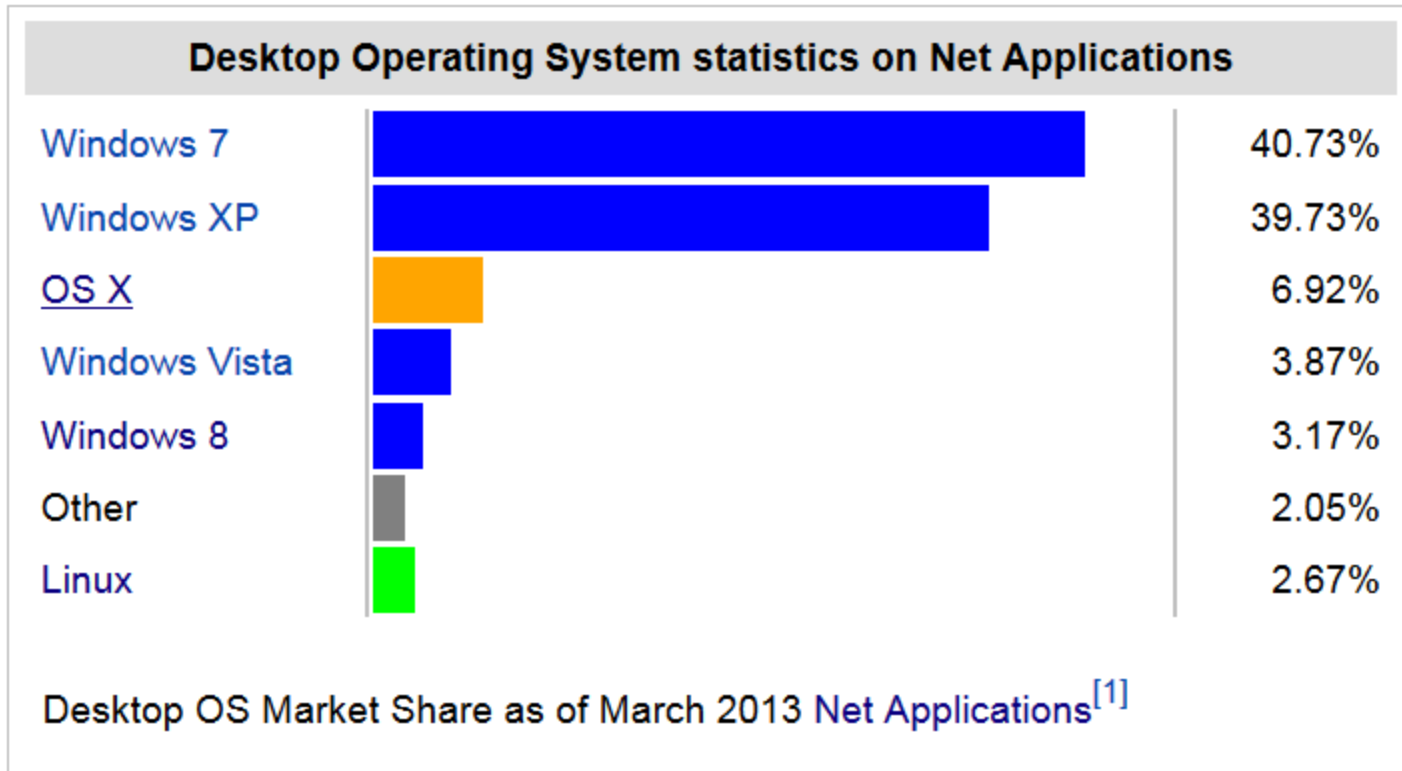
Olli Opportunity ➔

Stay Tuned…

A Quick Survey…

➤ How many are using Windows 8?

➤ Windows 7?

➤ Vista?

➤ XP?

➤ Any Windows older than XP?

➤ Some distribution of Linux?

➤ Some version of Apple OS?

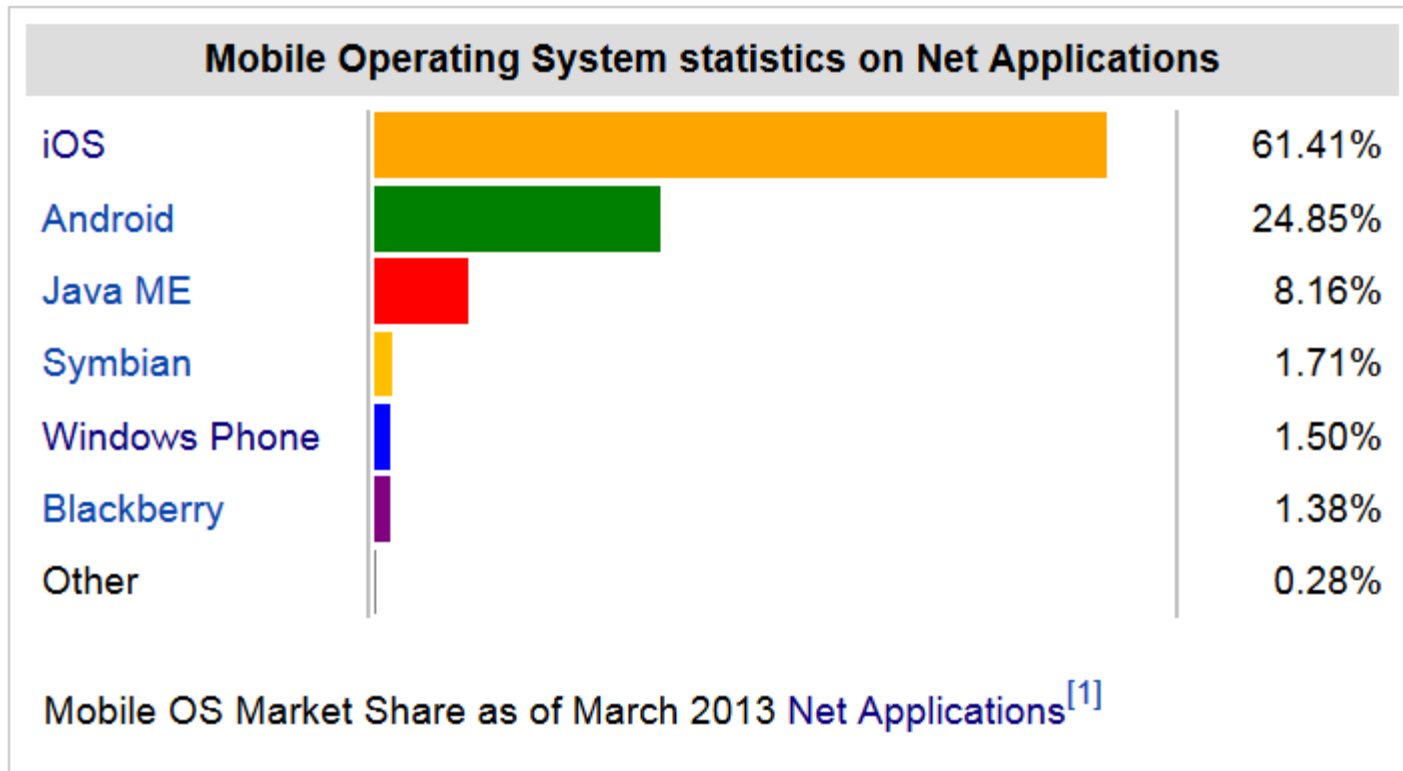➤ Other?

Desktop Market Share*

Desktop Operating System statistics on Net Applications

Windows 7	40.73%
Windows XP	39.73%
OS X	6.92%
Windows Vista	3.87%
Windows 8	3.17%
Other	2.05%
Linux	2.67%

Desktop OS Market Share as of March 2013 Net Applications[1]

*See Wikipedia 🛈 ⬅ **NOTE:** Live Web link   Total Windows 87.5%

Mobile Market Share*

Mobile Operating System statistics on Net Applications

iOS	61.41%
Android	24.85%
Java ME	8.16%
Symbian	1.71%
Windows Phone	1.50%
Blackberry	1.38%
Other	0.28%

Mobile OS Market Share as of March 2013 Net Applications[1]

*See Wikipedia

Windows 8 is Controversial

Getting Emotionally Twisted Up…

Let's Suspend Our Emotions…
For An Hour

Hang in there!

Or as the Brits say…

Operating Systems I have Loved and Hated

- AMOS (Alpha Microsystems; 1978)
- DOS (1982)
- Windows
  - Windows 2 (1987), Windows 3 through Windows 7
- Unix
  - DEC VAX Ultrix (1980's)
  - Sun Solaris (1990's — 2000's)
- Apple
  - Mac System Software (mid-1980's) through System 9
  - OS X Mountain Lion (April 2013)

Windows 8's Vices & Virtues

Virtues

➢ **Improved performance**

➢ **Improved security (Security Essentials)**

➢ **Support for touch screens**

➢ **Uses less power**
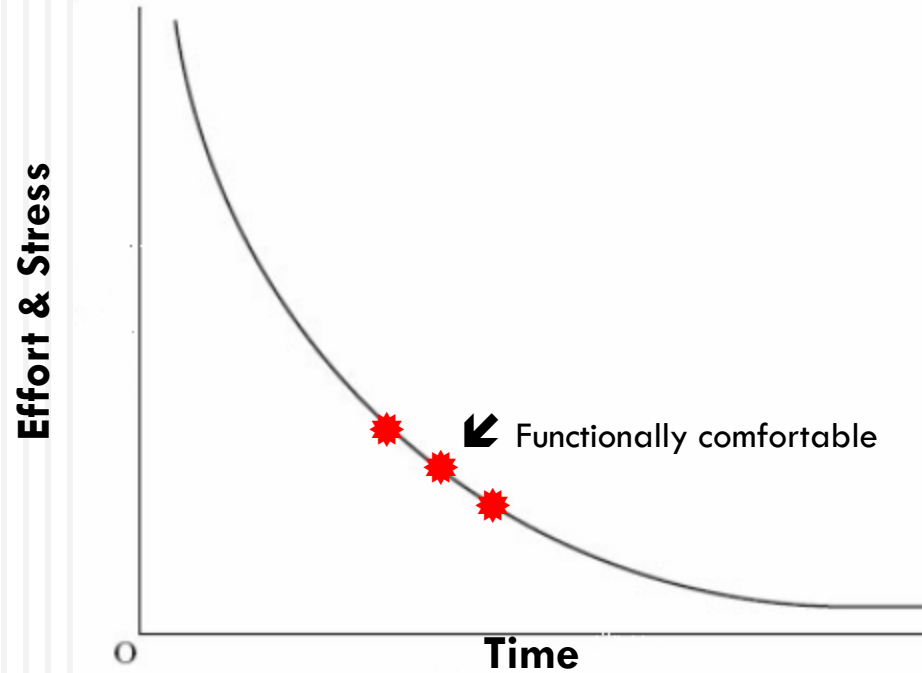
➢ **Improved storage management (Storage Spaces)**

Vices

➢ **User interface (steep learning curve)**

➢ **Largely touch screen oriented**

➢ **Not keyboard/mouse friendly**

➢ **Limited Windows apps (shovelware)**

For details about Windows 8 from Microsoft engineering, see

Learning Curve

Alternatives to Windows 8
Stay With an Older Version of Windows

Advantages

➤ **No need to upgrade or replace hardware**

➤ **No need to upgrade operating system**

➤ **Doing nothing requires zero effort (in the short-run)**

➤ **No learning curve**

Disadvantages

➤ **Unable to take advantage of newer & developing technology**

➤ **Older versions more susceptible to viruses and malware**

➤ **Newer versions of current applications may not work well**

➤ **Support eventually ends**

Waiting for "Windows 9"?

Microsoft Windows Support

Desktop Operating System	Latest Service Pack	End of Mainstream Support	End of Extended Support*
Windows XP	Service Pack 3	April 14, 2009	April 8, 2014
Windows Vista	Service Pack 2	April 10, 2012	April 11, 2017
Windows 7	Service Pack 1	January 12, 2015	January 14, 2020

* Extended Support is only available to commercial customers

NOTE: End of support means Microsoft will no longer provide automatic fixes, security updates, or online technical assistance

For more information on Microsoft's support, see

Near-term Future of Windows 8

➢ **Windows 8.1 (aka "Windows Blue") expected 2013 (<u>no charge</u>)**

➢ **Moving from Service Pack nomenclature**

➢ **Annual updates for products (probably with a charge)**

➢ **Much speculation on changes in Windows 8.1**

  ❑ **Return of the Start button (uncertain)**

  ❑ **Boot directly to the desktop (uncertain)**

  ❑ **Internet Explorer 11 (almost certain)**

  ❑ **Support for more tile sizes (almost certain)**

  ❑ **Eliminate the desktop completely (unlikely)**

  ❑ **Merge Windows 8 and Windows Phone 8 into a single OS (unlikely)**

For a video on "Windows Blue", see 🛈 from Microsoft

Choices of Operating Systems

Something else?

But What About Chrome OS?

- ➤ Based on the premise "everything you need is on the Web" See
- ➤ Linux-based + Google Chrome
- ➤ Gmail, Google Docs, Maps, Picasa
- ➤ Local and Google Drive storage
- ➤ Hardware:
  - ❑ HP Pavilion Chromebook 14 ($300)
  - ❑ Samsung Chromebook ($250)
  - ❑ Google Chromebook Pixel ($1,300)
- ➤ Okay as a "second computer"
- ➤ No significant market share

Back to…

The Windows Culture

- Some hardware brand loyalty (HP, Dell, Sony, etc.)

- Moderate to strong loyalty to the Windows OS

- Ambivalent dislike of Microsoft itself

The Apple Culture

➢ Remarkably strong brand loyalty

➢ Almost fan-like admiration for all things Apple (aka iZealots)

➢ Complaints about high prices and tight control but continue to buy
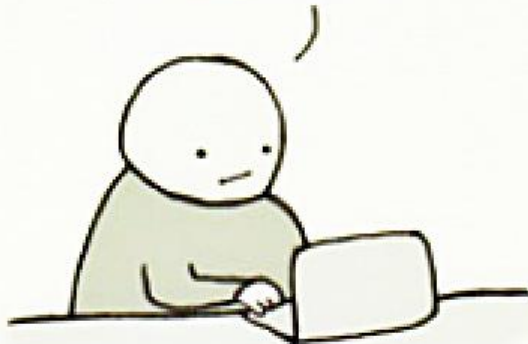
The Linux Culture
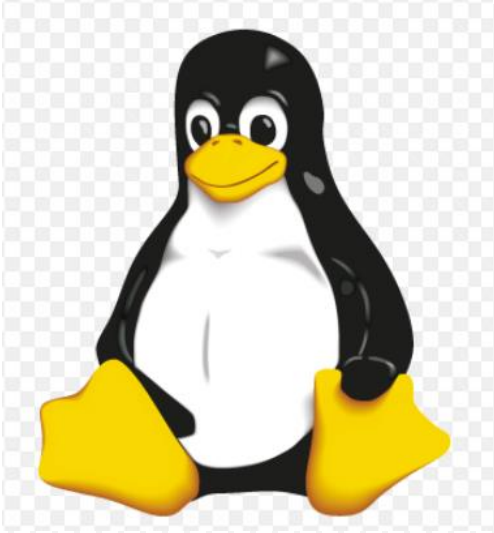
➢ The technically skilled & proud of it

➢ Often do-it-yourselfers, build your own computer

➢ Favor the open source software philosophy — software should be "free"

➢ Very strong loyalty to Linux
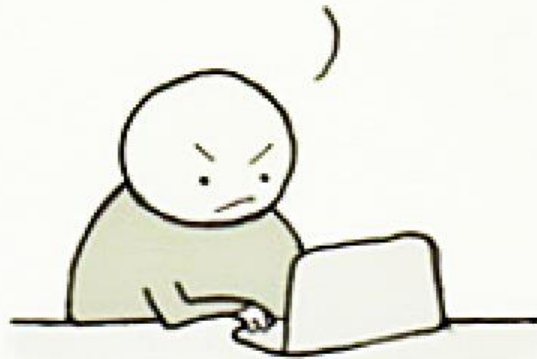
➢ Popular among the younger set

A Comparative Summary…
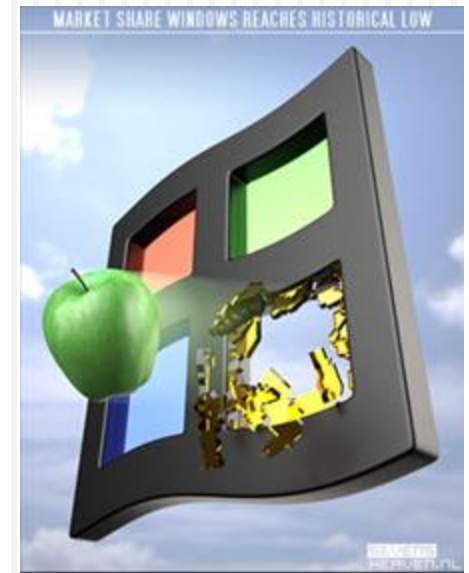
Equal Opportunity Disrespect

Equal Opportunity Disrespect (cont.)
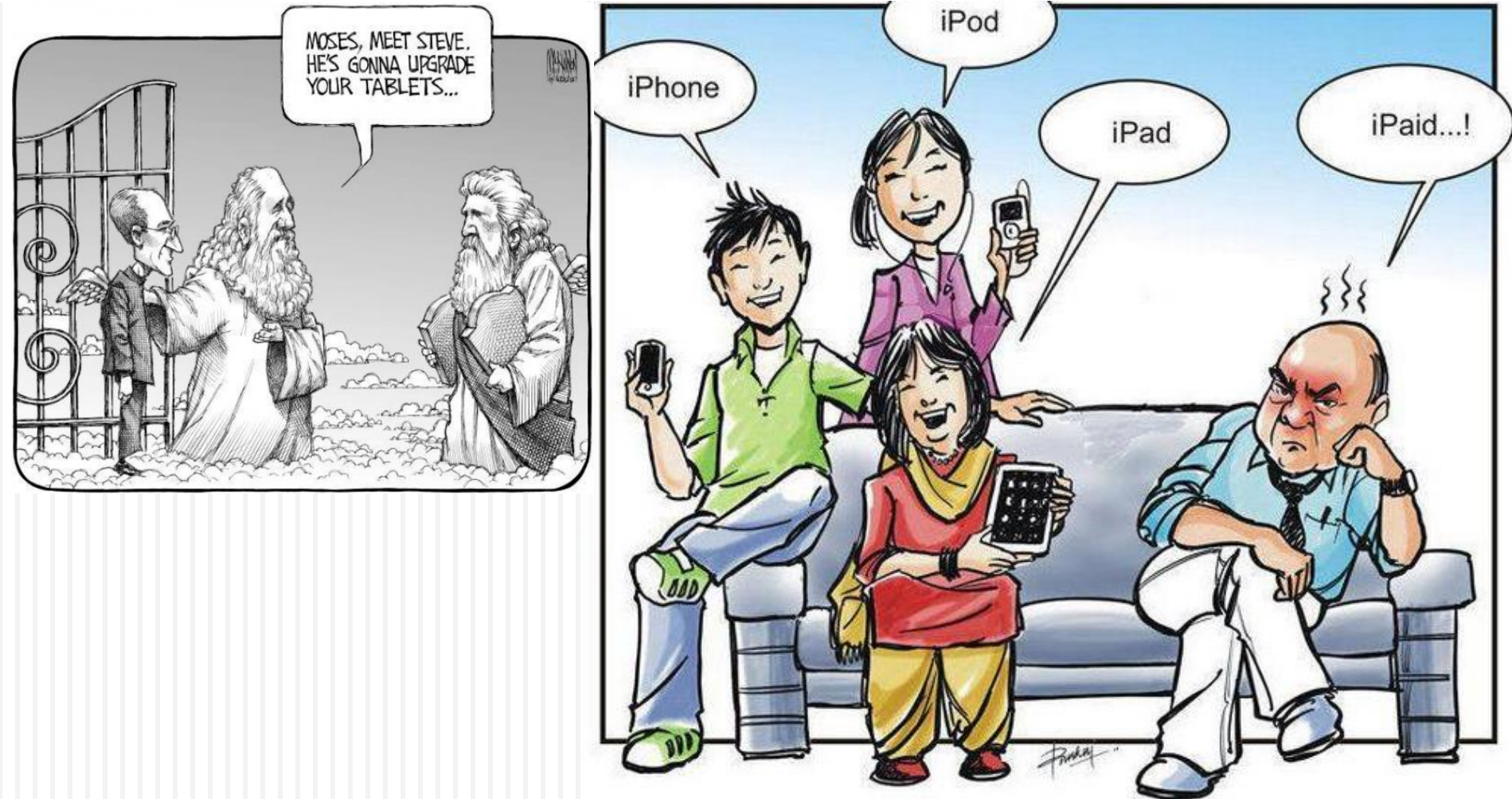
Equal Opportunity Disrespect (cont.)

Linux inside here too!
We'll reboot and you'll be fine

Current Versions of Windows*

- Windows 8 (for Intel/AMD—desktops and laptops)
    - Windows 8 (home computers)
    - Windows 8 Pro (enthusiasts and business users)
    - Windows 8 Enterprise (corporations & government)
- Windows RT (for ARM based devices such as tablets, (e.g. Surface Tablet, Dell XPS 10, Acer Iconia W3, etc.)
- Windows Server 2012
- Windows Phone 8 (for smartphones)

*For a 24-minute video describing Windows 8, see

Current Versions of Apple OS

➢ OS X (for desktop and laptop computers)
- ❏ Mountain Lion (Jul 25, 2012) [$19.99 for all your computers]
- ❏ Lion (Jul 20, 2011)
- ❏ Snow Leopard (Aug 28, 2009)
- ❏ Leopard (Oct 26, 2007)
- ❏ Tiger (Apr 29, 2005)
- ❏ Panther (Oct 24, 2003)
- ❏ Jaguar (Aug 23, 2002)
- ❏ Puma (Sep 25, 2001)
- ❏ Cheetah (Mar 24, 2001)

➢ iOS (for iPhone, iPad, iPod Touch and Apple TV)

Current Versions of Linux

➢ Many distributions (distros); some of the more common are*:

❑ Ubuntu (Debian based)

❑ Fedora (from Red Hat)

❑ Linux Mint

❑ Gentoo

❑ PCLinuxOS

❑ Red Hat Enterprise ($49 for desktop computer)

*For more information see   **NOTE: Android OS is Linux based**

Factors In Switching Environments

- Software availability
- Learning a new system
- Hardware costs
- Security
- Customer Service
- File transfer

- Application transfer
- Choices of hardware
- Product design
- Cloud storage
- Games
- Social issues

Factors In Switching Environments

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Software Availability

A specific application may determine your computer environment!

- Office Functions
  - Word Processing
  - E-Mail
  - Presentations
  - Spread Sheet
- Web Browsers
- Security Software
- Games

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* Much business software will only run in the PC/Windows environment

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Learning a New System

The "Learning Curve"

From	To	Time to Functionally Comfortable (wks)*
Win7, Vista or XP	Windows 8	1-2 (least)
Win 7, Vista or XP	Apple OS X	2-3 (more)
Win 7, Vista or XP	Linux (GUI)	3-5 (most)
Win 7, Vista or XP	Linux (CLI)	Very long

*A personal estimate. There will be a wide variation in the time for users to become functionally comfortable.

Factors In Switching Environments

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- ➤ Security
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- ➤ Application transfer
- ➤ Choices of hardware
- ➤ Product design
- ➤ Cloud storage
- ➤ Games
- ➤ Social issues

Hardware Costs

Comparing Three Reasonably Priced Computers

Computer*	CPU	RAM	Hard Drive	GPU	Price
21.5 inch iMac` OS X Mountain Lion	2.7 GHz quad-core Intel Core i5. Turbo Boost up to 3.2 GHz	8 GB	1 TB 5400 RPM	NVIDIA GeForce GT 640M with 512 MB	$1,299
HP Pavilion p7-1515 Desktop PC. Windows 8	Intel Core i5-3470 (3.2 GHz)	8 GB	1 TB 7200 RPM	Intel HD Graphics 2500	$850
Dell Inspiron 660 Desktop PC. Windows 8	Intel Core i5-3330 (up to 3.2 GHz)	8 GB	1 TB 7200 RPM	Intel HD Integrated Graphics	$900

* Includes monitor, keyboard and mouse.

The iMac is ~48% higher

Hardware Costs

➢ Apple hardware costs ~50% or more than the equivalent PC hardware (aka "Apple Tax")

➢ Arguably Apple uses higher quality components

➢ The least expensive desktop Apple computer (Mac Mini) is priced at $599 (excluding monitor, keyboard and mouse)

➢ The highest end, fully configured Apple computer (Mac Pro) is priced at ~$13,000

➢ Linux runs on the same hardware as Windows

Factors In Switching Environments

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Security

PC/Windows

- Many free and for fee anti-virus/ malware applications available
- Infections and intrusions infamous
- No machine should be without protection

Apple OS X

- Numerous free and for fee anti-virus/ malware applications available
- Infections and intrusions rare
- Most users do without

Linux

- Some free and for fee anti-virus/malware applications available
- Infections and intrusions rare
- Most users do without

Factors In Switching Environments

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Customer Service

PC/Windows

➤ Sales service reasonable, depending on manufacturer

➤ After sales vendor technical support weak to terrible

➤ Online support from Microsoft + monthly updates & patches* See 🛈

Apple OS X

➤ Sales service exceptional

➤ After sales technical support first-rate ($)

➤ Online support from Apple, periodic patches + AppleCare three-year support ($)

Linux

➤ Sales support identical to PC/Windows

➤ User groups and people networking provide technical support—weak

➤ For fee for some distributions (e.g. Red Hat Enterprise)

*Commercial and government customers can pay for direct support from Microsoft

User Group Support (Northern VA Area)

PC/Windows

➢ Potomac Area Technology and Computer Society: See

➢ OLLI Personal Computer Users Group: See

➢ Association of Personal Computer User Groups: See

Apple OS X

➢ Virginia Macintosh Users' Group: See

➢ Washington Apple Pi Mac User Group: See

Linux

➢ Tux.org: See

➢ novaLug: See

For a variety of technology user groups of all kinds, see

Customer Service

➢ Contacts for PC manufacturers (by largest market share):

- ❑ **HP**: contact information 🛈 and online support 🛈
- ❑ **Lenovo**: contact information 🛈 and online support 🛈
- ❑ **Dell**: contact information 🛈 and online support 🛈
- ❑ **Acer**: contact information 🛈 and online support 🛈
- ❑ **Asus**: contact information 🛈 and online support 🛈

❑ Contact for **Apple**: see 🛈

❑ Contact for **Microsoft**: see 🛈

Desktop PC Reliability & Satisfaction

Brand	Any significant problems	Satisfaction with reliability
Apple	10%	9.1
Asus	15%	8.7
Lenovo for Home	11%	8.7
Dell for Home	20%	8.6
Compaq	12%	8.6
Lenovo for Business	10%	8.6
HP for Home	17%	8.5
Acer for Home	17%	8.5
Dell for Business	18%	8.5
↑ Above average ↑		
↓ Below average ↓		
Gateway	20%	8.4
HP for Business	13%	8.4
Sony	12%	8.2
eMachines	11%	8.2

Chart notes: A "significant problem" is one that stops or seriously impairs operation of the PC during the first three years of ownership. Satisfaction scores are on a 1-to-10 scale where 1 is "extremely dissatisfied" and 10 is "extremely satisfied." The average score is 8.5.

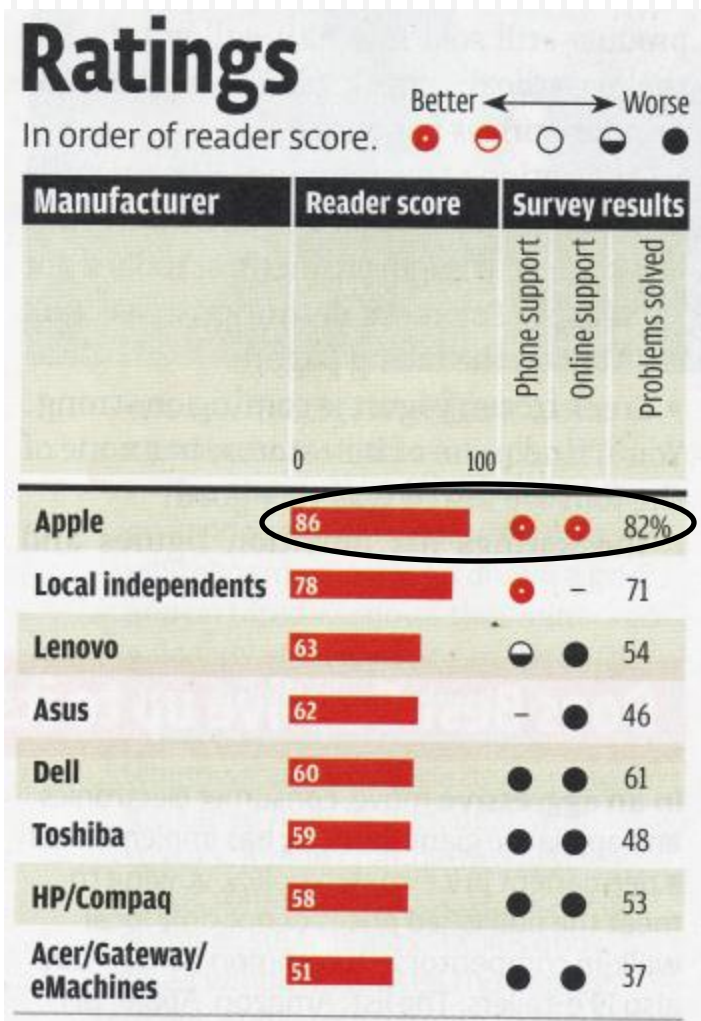From *PCWorld,* December 19, 2012: see

Desktop PC Reliability & Satisfaction

From *Consumer Reports,* June 2013, p. 7.

Factors In Switching Environments

- ➢ Software availability
- ➢ Learning a new system
- ➢ Hardware costs
- ➢ Security
- ➢ Customer Service
- ➢ **File transfer**

- ➢ Application transfer
- ➢ Choices of hardware
- ➢ Product design
- ➢ Cloud storage
- ➢ Games
- ➢ Social issues

File Transfer

From	To	Ease of File Transfer	Comments
Windows 7, Vista or XP	Windows 8	Straightforward if necessary	Via external disk drive, PC to PC* or the Cloud
Windows 7, Vista or XP	Apple OS X	Reasonably straightforward	Via external disk drive, Apple's One-to-One ($99), or the Cloud
Windows 7, Vista or XP	Linux	Reasonably straightforward	Via external disk drive or the Cloud

* Using a bridged USB to USB cable

File transfer is generally straightforward (the unexpected can happen) Transfer can also be accomplished by using a server or NAS device if on the local network. The bigger issue is file compatibility with applications across platforms.

Factors In Switching Environments

- ➢ Software availability
- ➢ Learning a new system
- ➢ Hardware costs
- ➢ Security
- ➢ Customer Service
- ➢ File transfer

- ➢ **Application transfer**
- ➢ Choices of hardware
- ➢ Product design
- ➢ Cloud storage
- ➢ Games
- ➢ Social issues

Application Transfer

➢ Careful planning for application transfer is *essential!*

➢ Three kinds of application transfer:

❑ The same application on the target OS (e.g., Microsoft Office)

❑ Converting the application itself (very slow & expensive)

❑ Transfer to an equivalent function (learning curve)

➢ Live without an application

Application Transfer (cont.)

➤ Some applications available for multiple operating systems (e.g., Microsoft Office)

❑ Need to re-purchased for the target OS

❑ Usually the file formats for the same application are identical across operating systems

➤ Generally a functional equivalent can be found for applications in various operating systems

Factors In Switching Environments

- ➢ Software availability
- ➢ Learning a new system
- ➢ Hardware costs
- ➢ Security
- ➢ Customer Service
- ➢ File transfer

- ➢ Application transfer
- ➢ **Choices of hardware**
- ➢ Product design
- ➢ Cloud storage
- ➢ Games
- ➢ Social issues

Choices of Hardware

PC/Windows

➢ Choice of dozens of manufacturers and hundreds of models

Apple OS X*

➢ 6 Laptop models

➢ 3 Desktop models

➢ 2 Tower models

➢ 2 Server models

Linux

➢ Choice of dozens of manufacturers and hundreds of models, however…

Buying new hardware without Windows can be challenging, but see

*Apple sells its hardware and software as a bundled package. Apple does not license OS X to other manufactures. At the time of ordering some models can be customized (CPU, RAM, SSD, HD, Graphics cards) but only memory on some models can be upgraded after sales.

Factors In Switching Environments

- ➢ Software availability
- ➢ Learning a new system
- ➢ Hardware costs
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- ➢ File transfer

- ➢ Application transfer
- ➢ Choices of hardware
- ➢ **Product design**
- ➢ Cloud storage
- ➢ Games
- ➢ Social issues

Product Design

JCPenney

Giorgio Armani

Product Design

Christian Dior

JCPenney

Product Design

Ferrari F12berlinetta
$300,000+
0 to 60: 3.1 sec
Top speed: 210 mph

Mazda Miata
$30,000
0 to 60: 6.7 sec
Top speed: 127 mph

Product Design

Apple iMac 25.5-inch

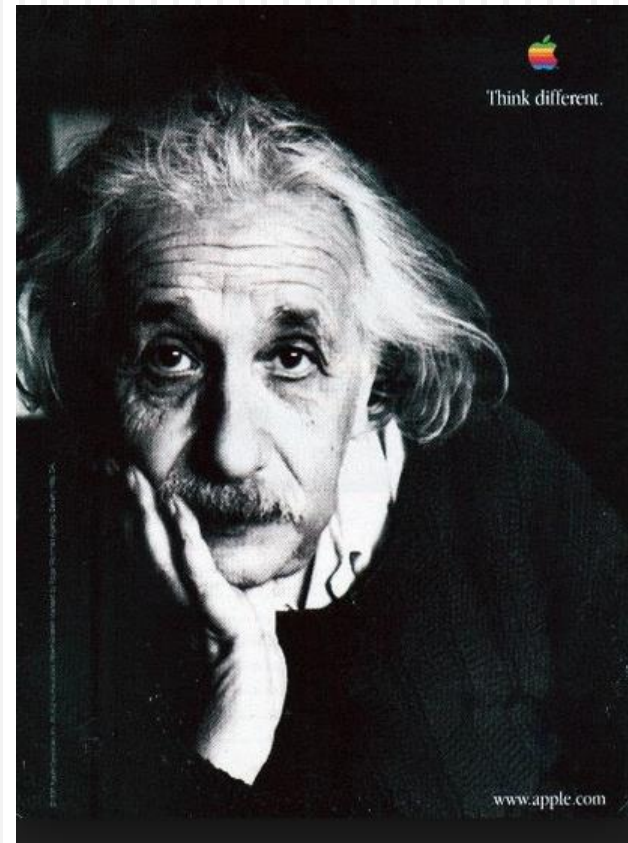**Dell Inspiron 660**

Importance of Advertising

Which ad sold the most jeans?
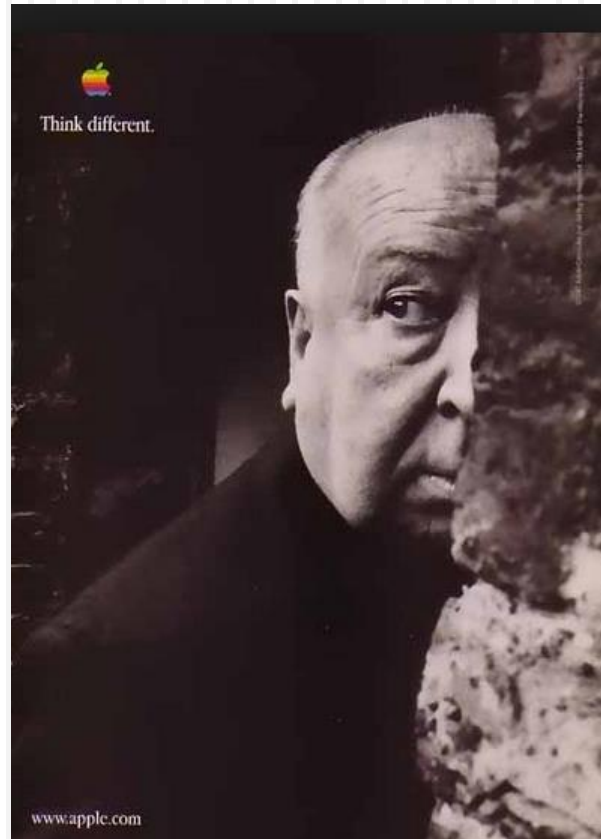
Apple Advertising (1997)
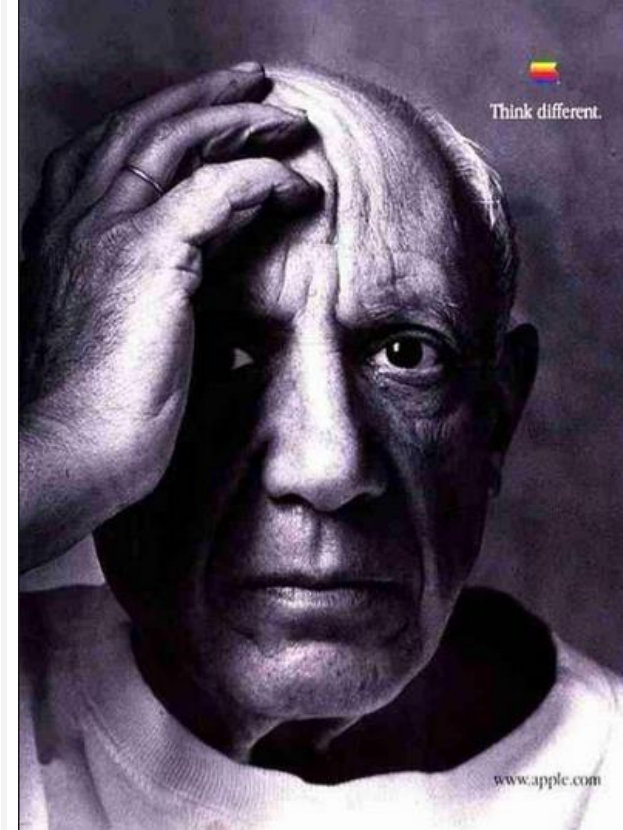
Albert Einstein

Alfred Hitchcock

Pablo Picasso

"Think Different"

Apple Packaging

Apple Packaging

Factors In Switching Environments

- ➤ Software availability
- ➤ Learning a new system
- ➤ Hardware costs
- ➤ Security
- ➤ Customer Service
- ➤ File transfer

- ➤ Application transfer
- ➤ Choices of hardware
- ➤ Product design
- ➤ **Cloud storage**
- ➤ Games
- ➤ Social issues

Cloud Storage

➢ Suitable for storing and exchanging small to moderate amounts of data (<10 GB)

➢ Applicable to mixed platform environments (PC, Mac, Linux, cell phones, tablets, etc.)

➢ Several dozen vendors available

➢ Carefully match vendors products with your needs:

❑ Backup functions are not necessarily adequate for file exchange

❑ File storage and exchange are not necessarily adequate as a backup strategy

Cloud Storage (cont.)

➢ Microsoft Skydrive is focused on Windows environment

➢ Apple iCloud is focused on Apple's products.

❑ Expensive compared to the competition

❑ Limited to types of files that can be stored

Cloud Storage (cont.)

Service	Clients & Apps	Max File Size	Free Storage	Price/Year	Reference
BitCasa	PC, Mac, iOS, Android	4 GB	10 GB	$99 unlimited	
Box	PC, Mac, iOS. Android, Blackberry	250 MB or 1 GB	5 GB	$40 for 20 GB	
Dropbox	PC, Mac, iOS, Linux, Android, BlackBerry	300 MB	2 GB	$100 for 50 GB	
Google Drive	PC, Mac, iOS, Android	10 GB	X GB 15 GB	$30 for 25 GB $60 for 100 GB	
iCloud (Apple)	PC, Mac, iOS	250 MB	5 GB	$120 for 25 GB	
MediaFire	PC, Mac, Linux, iOS Android	200 MB	10-50 GB	$50 for 100 GB	
SkyDrive (Microsoft)	PC, Mac, iOS, Windows Phone, Android	2 GB	7 GB	$50 for 100 GB	
Spideroak	PC, Mac, Linux, iOS, Android	No limit	2 GB	$100 for 100 GB	
SugarSync	PC, Mac, iOS, Android, Windows Phone, Kindle Fire, BlackBerry	No limit	5 GB	$60 for 30 GB	
Ubuntu One	PC, Mac, Linux	5 TB	5 GB	$30 for 20 GB	

Factors In Switching Environments

- Software availability
- Learning a new system
- Hardware costs
- Security
- Customer Service
- File transfer

- Application transfer
- Choices of hardware
- Product design
- Cloud storage
- **Games**
- Social issues

Games

➤ Games are a big important business; see

❑ From 1980 to 2010 there were more than 5.5 billion copies of games sold

❑ 12 games sold 2.1 billion copies

❑ During this period 184 games sold 5 million or more copies each

❑ Thousands of games have been created

Games (cont.)

- ➢ Increasingly games are played on dedicated consoles, smart phones and other devices
- ➢ Most games for computers have been written for Windows
- ➢ Relatively few games for Apple OS X or Linux
- ➢ Serious gamers should stick with Windows

Factors In Switching Environments

➢ Software availability

➢ Learning a new system

➢ Hardware costs

➢ Security

➢ Customer Service

➢ File transfer

➢ Application transfer

➢ Choices of hardware

➢ Product design

➢ Cloud storage

➢ Games

➢ **Social issues**

Social Issues

➢ If you switch computer environments…

❑ Your spouse probably won't leave you

❑ You will likely participate in different user groups

❑ You may loose social interaction with some individuals

Why Are We Considering Macs?

The Tipping Point: October 26, 2012…

Why Are We Considering Macs?

- Steep learning curve for Windows 8 user interface
- Aging laptop
- Two aging desktop computers
- Aging Home Server
- Microsoft support for Win 7 ends Jan 2015
- Considerable time spent on maintenance (patches, malware, backups, etc.)
- Support for Microsoft Home Server ending

The Garson's Plan…

➢ Purchased MacBook Pro (April) to replace family Sony laptop

➢ Evaluate MacBook/OS X — gain experience for 12-18 months

➢ In late 2014 make decision as to whether:

  ❑ Replace two desktop computers and server with two iMacs*

  ## OR

  ❑ Get two new desktop computers with Windows 8 and replace the home server with NAS device

  *Possibly with a NAS device

First Impressions of MacBook

➤ Very fast (2.6 GHz/i5 CPU, 8 GB RAM, 256 GB SSD)

❑ Cold boot ➜ login 18 sec

❑ Shutdown 18 sec

❑ Reboot ➜ login 35 sec

❑ Sleep ➜ login 1-2 sec

➤ High resolution display (2650 x 1600 Retina display)

➤ Backup (Time Machine) is excellent

First Impressions of MacBook (cont.)

➢ Microsoft Office 2011 (for Mac)
  ❑ Interface is different from Office 2010 on PC
  ❑ Minor font issues
  ❑ Identical file formats

➢ Mac's Mail application is functionally equivalent to Outlook, but different

➢ Mac's iWork '09 office suite (Pages, Keynote and Numbers) is inferior to Microsoft Office

➢ iCloud is Apple-centric and easy to setup and sync between Apple devices

First Impressions of MacBook (cont.)

- ➢ iCloud unwieldy to setup with iTunes and synch with Outlook on PC
- ➢ Cannot store Microsoft Office documents on iCloud
- ➢ Google Drive very useful to transfer files Mac to/from PC (15 GB free)
- ➢ Safari Web browser works very well on Mac
- ➢ Prefer Firefox or Google Chrome to Safari(?)

First Impressions of MacBook (cont.)

➢ Trackpad is different than mouse and takes getting used to, but very efficient

➢ Many useful keyboard shortcuts but takes getting used to

➢ Awkward going between Win-7 and OS X

First Impressions of MacBook (cont.)

Guardedly Positive

…still much to learn and surprises are to be expected

Oh no!

Has he drunk the 🍎 juice?

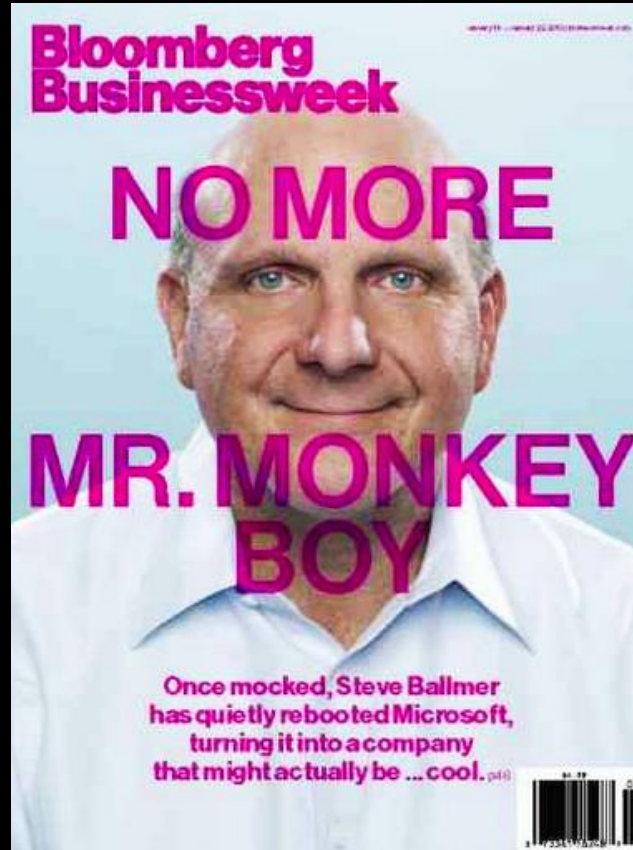# Is the Garson Family Switching to Macs?

Stay Tuned!

Thanks for coming!

Apple Monkey

Oh ya!

Linux Monkey