



OS X | Windows | Linux

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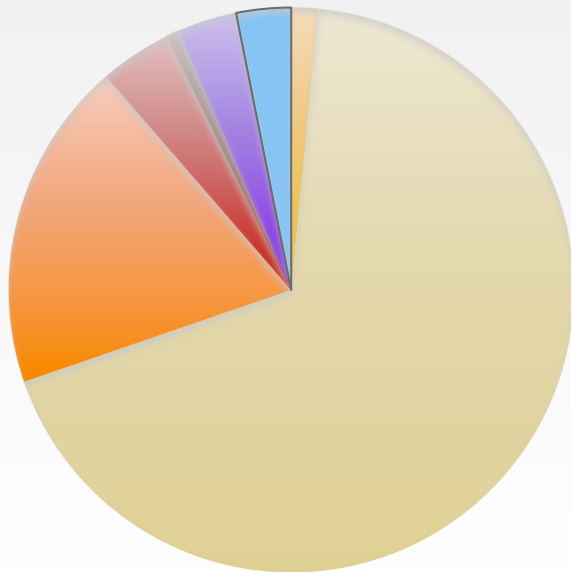
MGMT 516 - Oral and Written Communication



Market Share

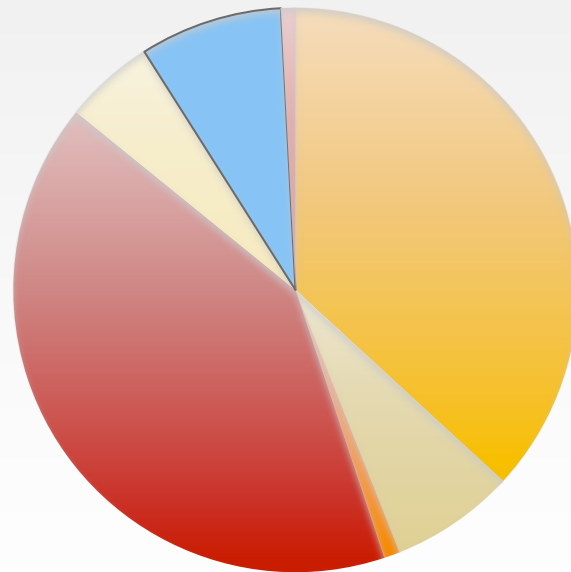
Market Share, 2005

- Windows 2003
- Windows XP
- Windows 2000
- Windows 98
- Windows NT
- Linux
- Mac



Market Share, 2011

- Windows 7
- Windows Vista
- Windows 2003
- Windows XP
- Linux
- Mac
- Mobile



3.02% → 8.13%

Data Based on W3Schools' Log-Files



Components

- Aesthetics
- Features
- Applications
- Security
- Underlying Code
- Programming
- Integration
- Support



Aesthetics

OS X Lion

- Dock
- Smooth Graphics
- “Aqua” Look
- Transparent Buttons
- Multiple Desktops

Windows 7

- Task Bar
- Aero/Glass Effect
- GUI based on windowed elements
- Transparency

Ubuntu Linux 11.04

- Customizable UI
- Compiz 3D Effects
- Multiple Desktops



Features

OS X Lion

- Time Machine
- Mission Control
- Versions/Autosave
- AirDrop
- Launchpad
- Resume
- Multitouch Gestures
- Bluetooth Connectivity
- iCloud
- Widgets/Dashboard
- Full Screen Applications

Windows 7

- Taskbar Preview
- Aero/Glass Effect
- System Tray
- Libraries
- Snap Windows
- Taskbar
- Desktop Gadgets

Ubuntu Linux 11.04

- GNOME Desktop Manager
- Ability to change to KDE or Xfce interface
- Netbook Version
- Easily Customizable
- Open Source
- Social Networking Integration
- Ubuntu One Cloud Services



Applications

OS X Lion

- Drag and Drop Installation
- No Restarts Required
- Mac App Store
- Superior Media Producing Software
- Ability to Build Applications from Source
- Ability to Run Windows Applications via Emulation
- Commercial Application Support

Windows 7

- Install Dialogs
- Possible Restart to Complete Installation
- Commercial Application Support

Ubuntu Linux 11.04

- Knowledge of Terminal
- Build Applications from Source
- Synaptic Package Manager
- Ability to Run Windows Applications via Emulation
- Missing Commercial Application Support



Security

OS X Lion

- Minimal Virus Threats
- Password Protect Files
- Issues with User Security
- Issues with Hardware Security

Windows 7

- Virus Prone
- User Security Issues introduced with Windows Vista & UAC

Ubuntu Linux 11.04

- Minimal Virus Threats



Underlying Code

OS X Lion

- Hybrid Kernel
- Mach Kernel based on Unix/BSD Core
- Closed Source with Open Source Components

Windows 7

- Hybrid Kernel
- NT Kernel
- Proprietary

Ubuntu Linux 11.04

- Monolithic Kernel
- Linux Kernel
- Completely Open Source



Programming

OS X Lion

- Support for Most Languages built in due to Terminal from underlying Unix System

Windows 7

- Additional Software Required
- Cygwin
- Visual Studio

Ubuntu Linux 11.04

- Support for Most Languages built in due to Terminal



Integration

OS X Lion

- Completely Integrated
- Apple develops hardware and software
- Ensures system compatibility

Windows 7

- Microsoft develops software
- 3rd Party Companies develop hardware
- Ability to build your own system

Ubuntu Linux 11.04

- Licensed under GNU GPL
- Typically used as an alternative OS



Support

OS X Lion

- Genius Bar
- Apple will service any of their computers regardless of where it was purchased
- Full Coverage with AppleCare
- US Based Phone Support
- Online Community

Windows 7

- Manufacturer (HP, Dell, etc)
- Seller (Best Buy, Newegg, etc)
- Phone Support Typically Outsourced Overseas
- Online Community

Ubuntu Linux 11.04

- Ubuntu Foundation
- Online Community



Conclusion

- OS X offers users a complete package that removes the need for any 3rd party
- Windows and Ubuntu are strong performers, but leave the user wanting more from the operating system