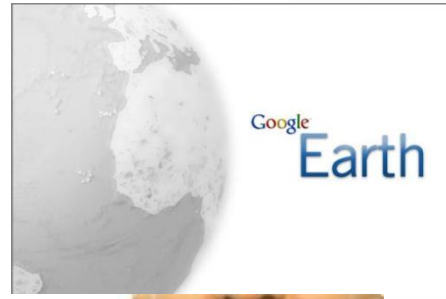


Who will challenge Google?



By Creative Tools



Google Chrome



Technology Outlook

Who will challenge Google

Google history

- The search program was a PhD project run out of Stanford (beginning 1996)
- In Aug 1998 Sun co-founder Andy Bechtolsheim wrote a check to Google Inc, for \$100K
- In 1998 they moved to a garage in Menlo Park



Google servers 1997

- Dec 1997: 24 million unique links
- June 2000: 1 billion
- Dec 2001: 3 billion
- Feb 2004: 6 billion
- Nov 2004: 8 billion
- July 2008: 1 trillion
- Growing by 1 billion per day



Google servers 2008

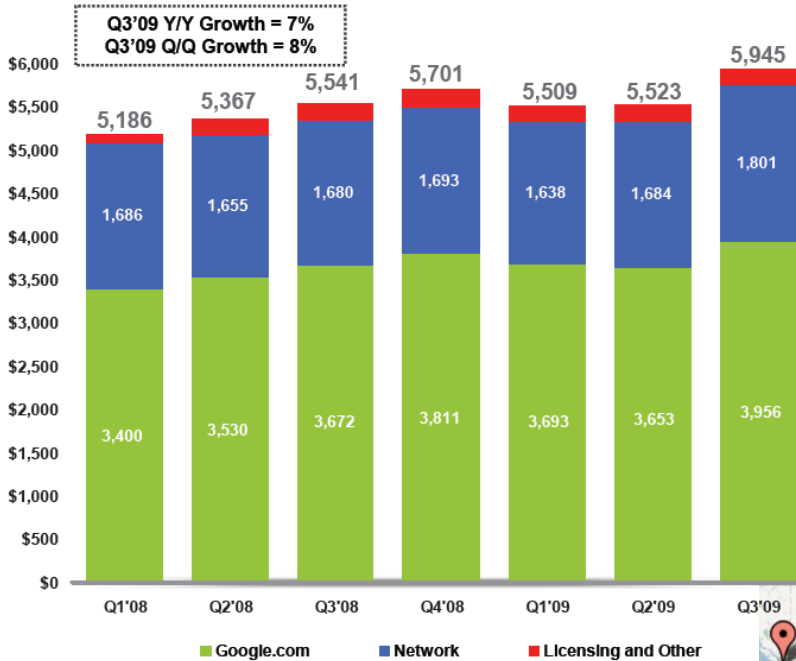
Data Center, Oregon →



Who will challenge Google

Google facts

Quarterly Revenues



Googleplex, the corporate headquarter in Santa Clara



CEO: Eric Schmidt



Who will challenge Google

Google Strategy No 1

By William Hook



By Creative Tools



sharpteam.org

Drive users to Internet, that means more search



By PACMan3000



By marcopako



By knuton

Who will challenge Google

Tech Cycles






Mainframe Computing 1960s	Mini Computing 1970s	Personal Computing 1980s	Desktop Internet Computing 1990s	Mobile Internet Computing 2000s
IBM etc	DEC etc	Microsoft etc	Google etc	

Morgan Stanley

Source: Computersciencelab.com, Wikipedia, IBM, Apple, Google, NTT docomo, Morgan Stanley Research.

Who will challenge Google

Main Income stream

<i>Mainframe Computing</i> 1960s	<i>Mini Computing</i> 1970s	<i>Personal Computing</i> 1980s	<i>Desktop Internet Computing</i> 1990s	<i>Mobile Internet Computing</i> 2000s
MIPS +SW	HW +SW	Licenses	Pay per click	App's
				

Based on Morgan Stanley

Who will challenge Google

Trend (search and news): Microsoft vs Google



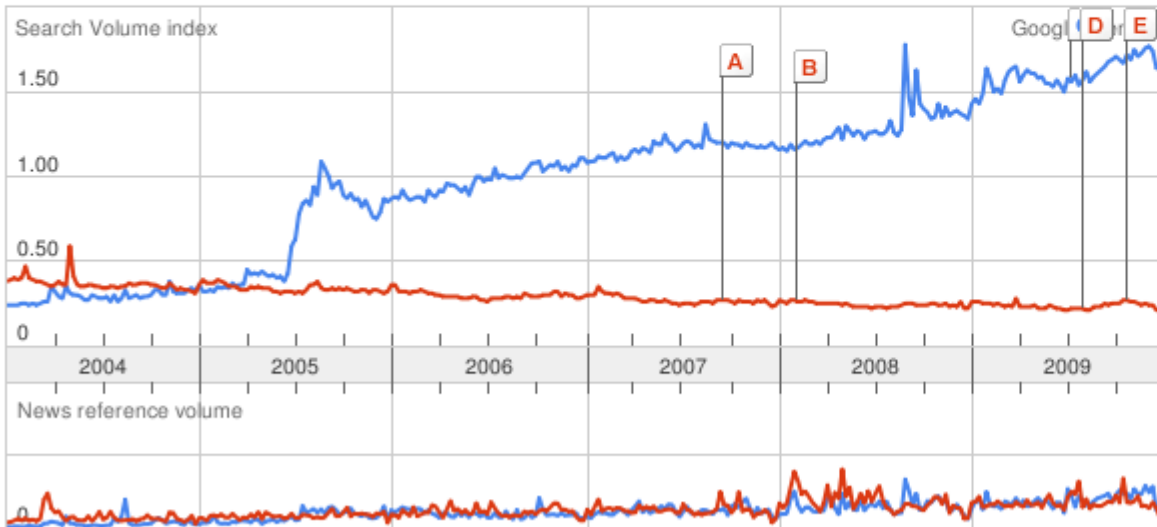
google, microsoft

labs Tip: Use commas to compare multiple search terms.

Searches [Websites](#)

Scale is based on the average worldwide traffic of **google** in all years. [Learn more](#)

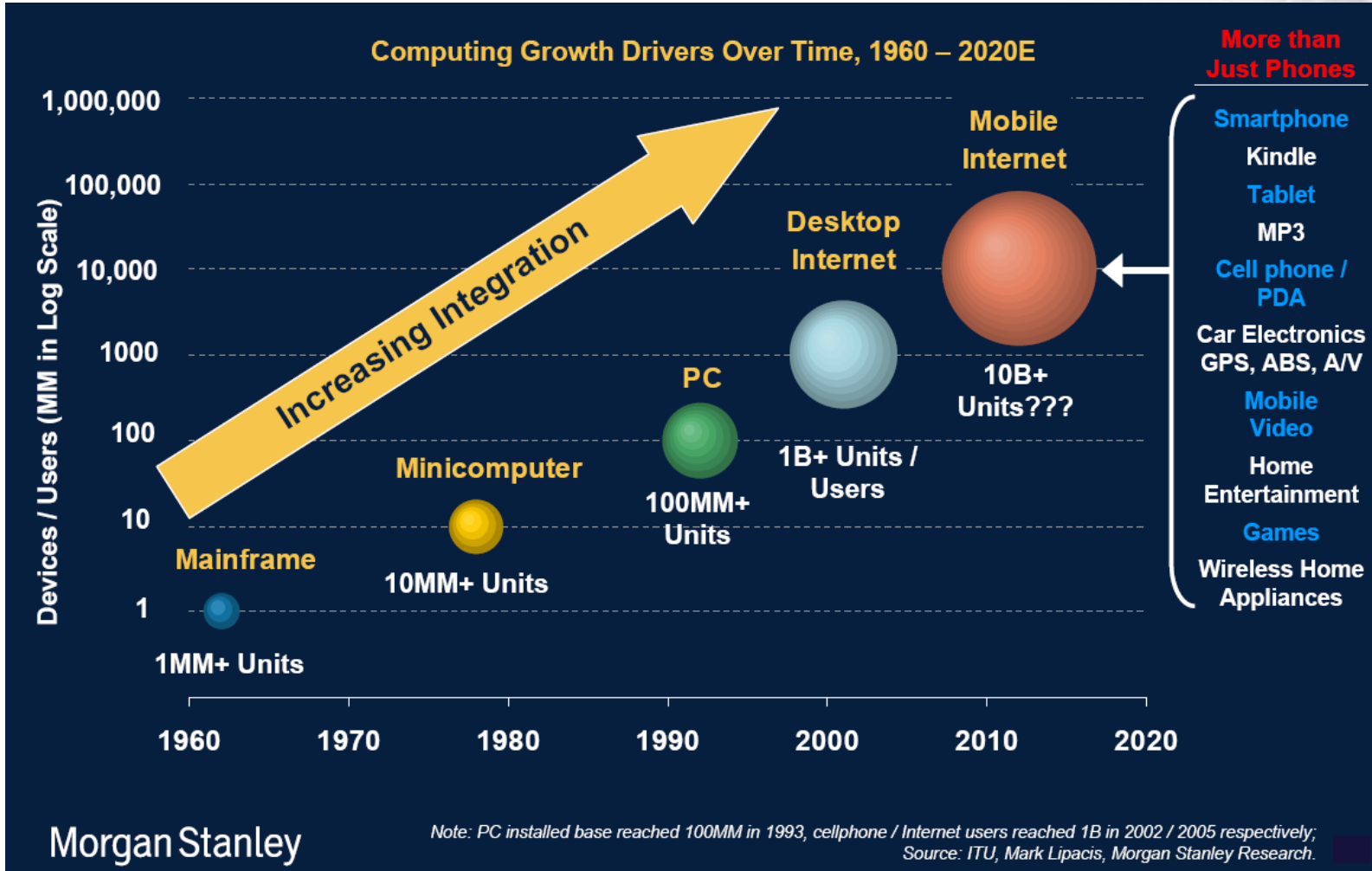
google — 1.00 microsoft — 0.29



- A** [EU court dismisses Microsoft appeal](#)
CNN International - Sep 17 2007
 - B** [Google criticizes Microsoft-Yahoo deal](#)
9NEWS.com - Feb 4 2008
 - C** [Google Chrome OS: Google takes on Windows](#)
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Who will challenge Google

Tech Cycle Volumes



Who will challenge Google

Google in the Mobile Internet

Google Voice: A (currently US only) telecommunications service. Launched on 11 March 2009.

Google Voice for your phone
 Get voicemail like email, message transcription, and more. [▶ Watch a video](#)



Features



One number

Get a new Google number that rings all your phones. Make calls from this number and send free text messages using a mobile app.

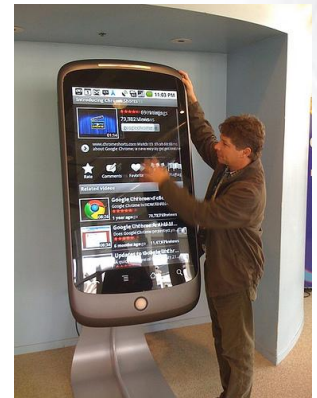
Android (Google Mobile OS)



Used by mobiles from: HTC, LG, Sony-Ericsson, Geeksphone, Dell, Motorola, Acer, Samsung, Archos, Lenovo, Huawei

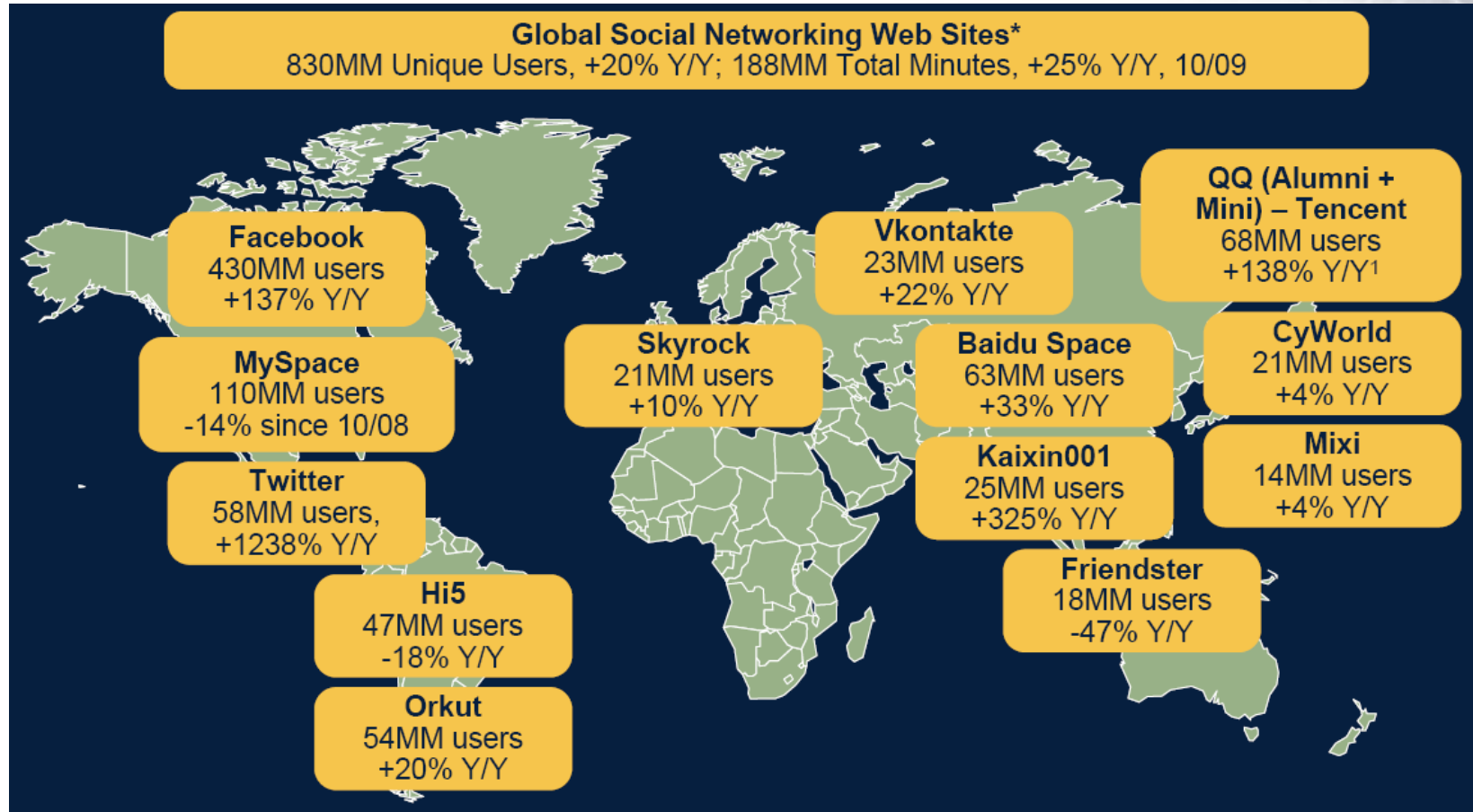
Nexus One (Google's Mobile phone)

Google's Mobile with hardware by HTC. The Android OS with similar functionality as the iPhone



Who will challenge Google

Social Media an area where Google is weak



<http://www.slideshare.net/quest1222bdb/marv-meeker-april-2010-internet-trends>

Will we find the the challenger within Social Media?