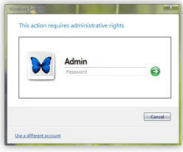


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By: Alexandru Macovschi, Editor In Chief

## [The Reason Why Windows Vista Will Be a Success](#)

### *18 months of IT revolution*



It seems that Microsoft might have borrowed some sort of a marketing strategy from the gaming industry, where successive delays of a title make it even more appealing to gamers. Windows Vista seems to fit that profile; any information announced by Microsoft, any beta or technology with the label: "Warning! It will be available in Windows Vista" is carefully analyzed, everybody hoping to figure out what are Microsoft's plans for Windows Vista... By implementing this strategy, which seems to have intensified over the last period, Microsoft succeeds in keeping the users alert with a product nobody should care about until next year. In a way, the history is repeating itself: practically, none of the past Windows releases lacked numerous controversies and gloomy predictions regarding Microsoft's future. It's true that this time there are more, smarter and more determined competitors, but let's face it, Microsoft has been around long enough to know how things work... The recent reorganizing announced by Microsoft, Google's fierce competition, the loss of the digital music battle with Apple, Windows Vista's repeated release delays and other "details" make many wonder what does the future hold for the software giant. Or, to be more exact, what else does the future hold... And if you want to find out why Windows Vista will be a success, despite any competition, think about the announcement made by Bill Gates, in which he revealed the strategy to be used by Microsoft for Windows Vista: a promoting budget of \$100 million! I must admit that I don't know that much about advertising as to be able to tell if we are talking about a medium or a small budget; but, frankly, I can't recall a last time when a hardware or software company invested such an amount of money in the promotion of a single product... What I do know is that a smart advertising agency (and you can say many things about McCann-Erickson, but determination and imagination is something they don't lack), with \$100 million on their hands, will be able to convince even the most fanatic Windows Vista opponent to at least try it, even if they have to pay him to do that! In conclusion, the discussion whether Windows Vista is good or bad, whether it has all the features a user needs or whether the translucent interfaces are useful, will remain a discussion topic on the forums, once the amazing marketing beast controlled by Microsoft will be set in motion! Is there any direct or indirect competitor to Microsoft able to match this marketing budget for their own product or for an alternative to Windows Vista? I sincerely doubt it! Moreover, let's not forget about the support Microsoft will get from PC producers, who are frightened that they might go bankrupt due to the avalanche of cell phones and other mobile devices... Important hardware producers, like Lenovo for instance, which have started to promote Windows Vista ready notebooks, have already joined Microsoft in their 18 month struggle. It's more than likely that in the period to come you will witness even more such marketing strategies. Can you remember the last time you have bought a product just because you thought it was good, without viewing an ad, banner or any other form of advertising? If you don't, then you'll understand why thousands of users would migrate towards Windows Vista, regardless of its quality. Microsoft wants to and should succeed; you will see in the months to come what is the true meaning of an IT giant's saying: "We'll do everything in our power and even more to ensure our products' success!" This week, Softpedia would like to know your opinion on gaming consoles. What is your favorite console you either own or you are planning to buy? Are you an Xbox fan or a Playstation fan? Has Xbox360 convinced you it's time to buy one? Or you'll wait for the PS3? [Express your opinion here.](#)