FROM HARDWARE TO SOFTWARE
• For decades, building and shipping computers was a lucrative business for companies such as Dell and Gateway.

• Eventually margins tightened and businesses struggled.

• The hardware industry stayed out of the software industry. They would build PCs with MS Windows preinstalled, plus various subscription-based services (e.g. antivirus software) to increase profits.

• Years ago Steve Ballmer, Microsoft king stated "If you can sell the software, if you can light up the screen, you’re selling infinitely reproducible nothings. The margins on nothing are great; until other people start selling even cheaper nothings or giving them away."

• Free software-based systems such as Linux and free web-based applications such as Google Apps flourished.
• IBM unbundled hardware from software in the 1960s
• Microsoft rebundled Internet Explorer with Windows in 1998
• Apple initially refused anyone else the ability to write software for the iPhone in 2007

• Today PCs come with operating systems
• Software has been made easier to write, thanks to developers.
• Software is everywhere. It has gone from fragile, custom projects, to an industry of standardized parts. Coders are able to build off of others work and make improvements.

Software is everywhere. When you withdraw money from the ATM, when you look use your DVR.