



Bill Gates Speaks About Technology and Business Being the Cure for the US Recession

Bill Gates believes that technology will revive the US economy and help it avoid a recession. He calls for “creative capitalism” which combines Technology with Capitalism to improve living standards around the world.

Camarillo, CA, January 26, 2008 --(PR.com)-- At one of his last official functions as the Leader of Software Giant Microsoft, Bill Gates gave an interesting assessment of the current global economic conditions and an interesting prescription to avoid a US recession.

Speaking in Davos Switzerland to more than 2,500 business leaders, Gates re-iterated his belief that technology must play a crucial role in the raising of living standards around the world. Gates referred to this coupling of technology with business principles as “Creative Capitalism”.

As the world's largest Software company, Microsoft has been on a mission since the late 1990's to embrace Business Software Applications. The 2002 purchase of European business software maker, Navision <http://www.navisioninfo.com/> signaled a new focus for Microsoft and was undoubtedly what Gates was referring in Dako. Since 2002 Microsoft has invested billions of dollars in research and development with the primary focus being to allow small and mid-sized businesses to utilize Microsoft Applications to run their businesses more efficiently.

Gates statements are not lost to the many small firms that are competing in the Small to Mid-sized Business Market place. Since 2002 Microsoft has worked with the existing Navision team in Denmark and cleverly redesigned the Navision application into a platform that utilizes many Microsoft products. Navision now re-named Dynamics-NAV directly interfaces with Excel, Word, Outlook, MS - CRM, Sharepoint server, SQL server, Visual Studio and a host of other Microsoft applications. In addition, the look and feel of Dynamics - NAV is now distinctly Microsoft. This makes the product feel familiar to new users. Many critics have openly scoffed that this is a case of Microsoft using its market dominance to erect barriers for competitors. For Bill Gates however this is a case where technology plus capitalism creates “Creative Capitalism”.

Michael Drews, partner of Business Systems Solutions, a California based company that sells Microsoft NAV says it this way, “A few of us were apprehensive when Microsoft acquired Navision in 2002. But over the past 5 years we have seen a very consistent upward trend in terms of product quality and functionality. This is particularly obvious for those companies in the Warehouse/Distribution or Manufacturing businesses. Other software vendors just cannot afford to compete with Microsoft and so their products lag further and further behind on the technology curve. I believe that the next 5 years will see a very large shift in companies' preferences toward Microsoft Dynamics ERP applications.”

Business Systems Solutions, located in Camarillo, CA is a Microsoft Dynamics- NAV reseller specializing in the Navision ERP software package. Microsoft Navision (now Microsoft Dynamics NAV) has been chosen to receive a Tech Innovator of the Year award for 2005. Microsoft Dynamics won for its



fully customizable business-management solution that integrates critical financial, manufacturing, distribution, customer management, supply chain, analytics, and e-commerce data into one streamlined package. In particular, Microsoft Dynamics NAV was selected for its ability to integrate and its built-in tools that help partners and companies optimize solutions to business processes.

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