

mozilla

Competitive Analysis

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Thursday, August 16, 2007



Agenda

- Introduction
- Comparative Feature Analyses
 - Search
 - Security
- Competitive Browser Development Tracking
- Summary

Introduction

- Understand capabilities of other browsers, add-ons, etc.
- Examine different and unique features
- Consider features for future versions of Firefox

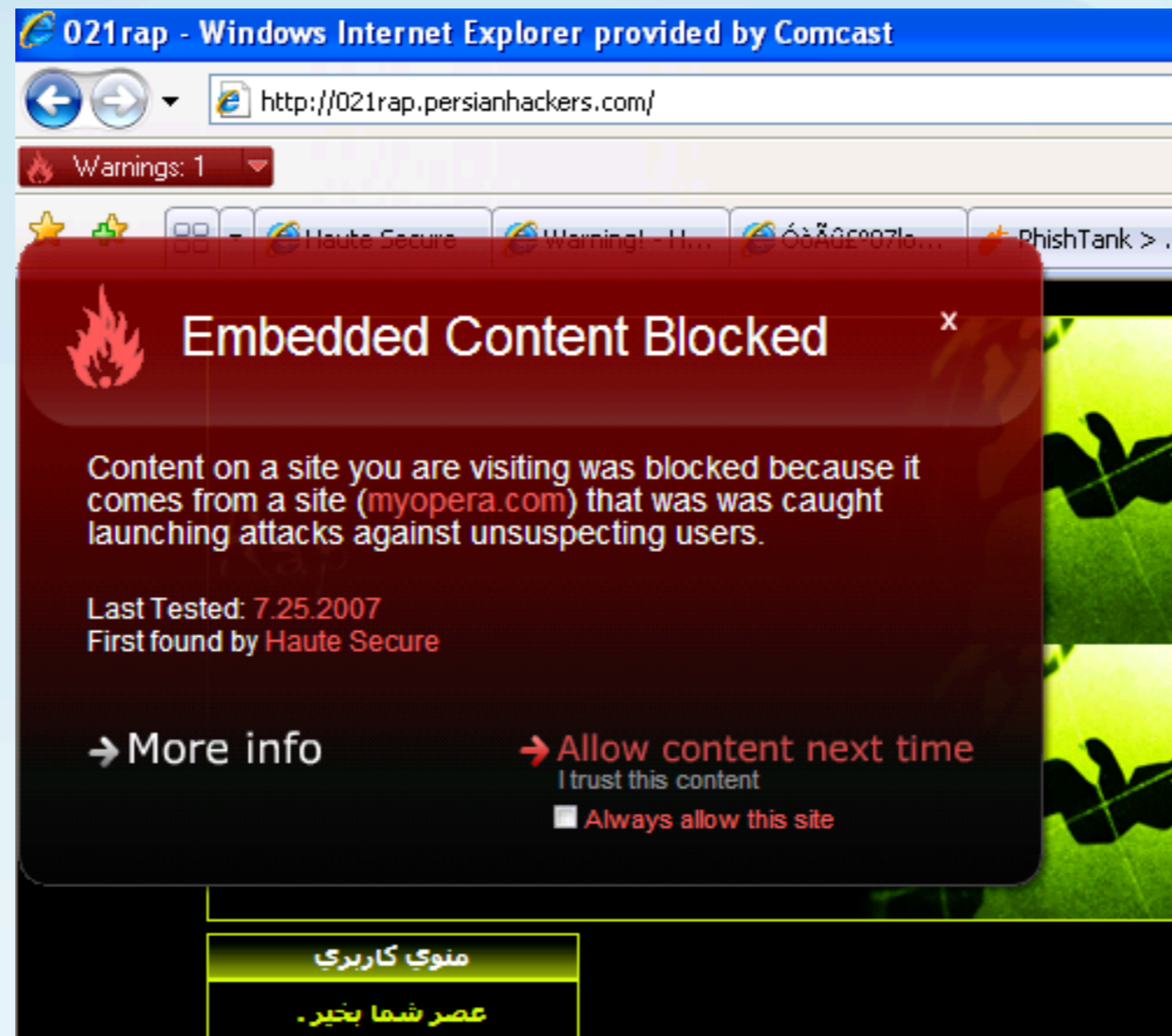
Comparative Feature Analyses – Search

Inquisitor



Comparative Feature Analyses – Security

Haute Secure



Competitive Browser Development Tracking



Over 60 Feeds



Competitive Browser Development Tracking

Collect

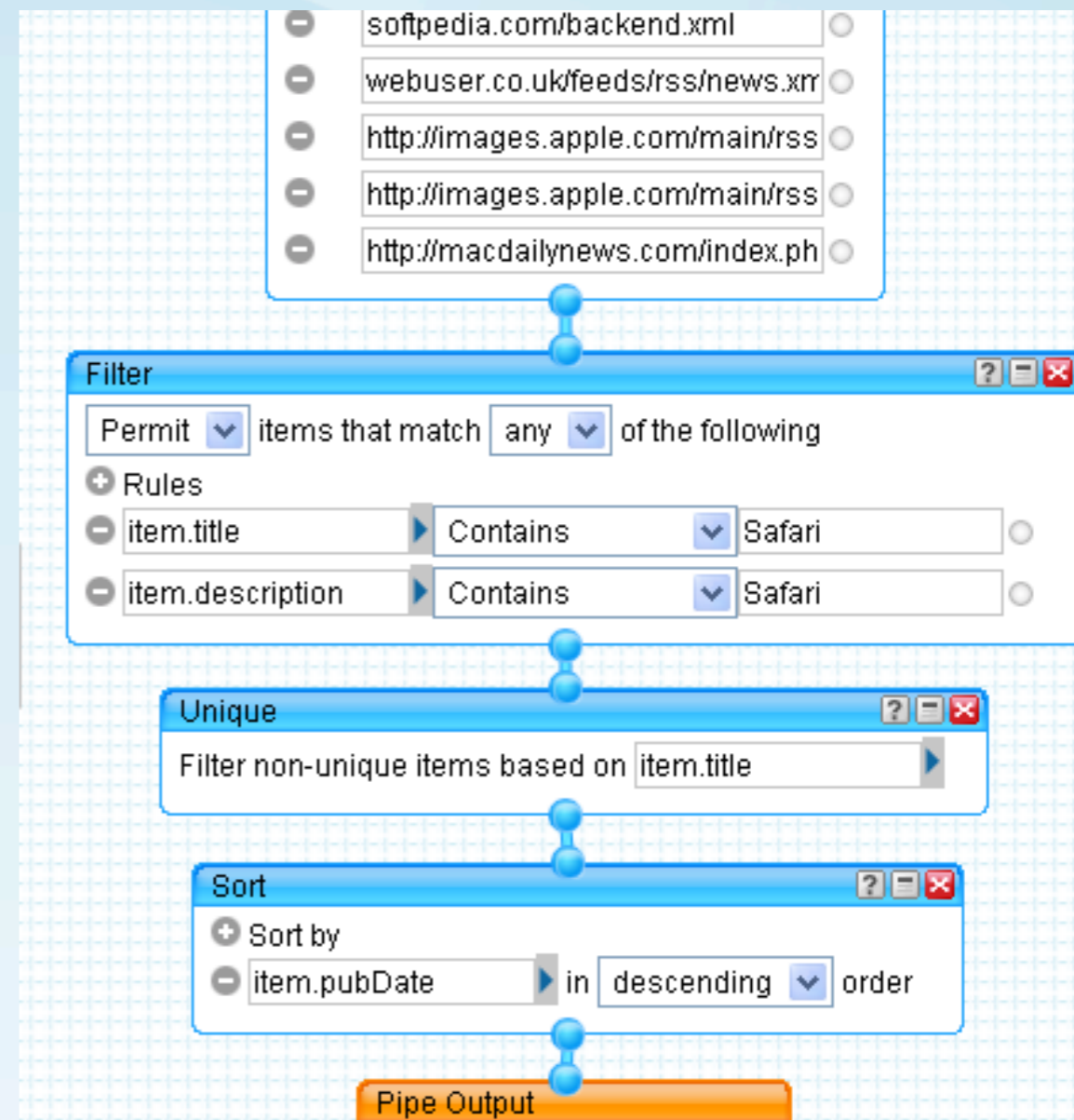
Aggregate

Select

Publish

- [Yahoo! Pipe](#)

- Filter on keywords & blog tags
- Remove duplicate articles
- Sort by date



mozilla

Competitive Browser Development Tracking

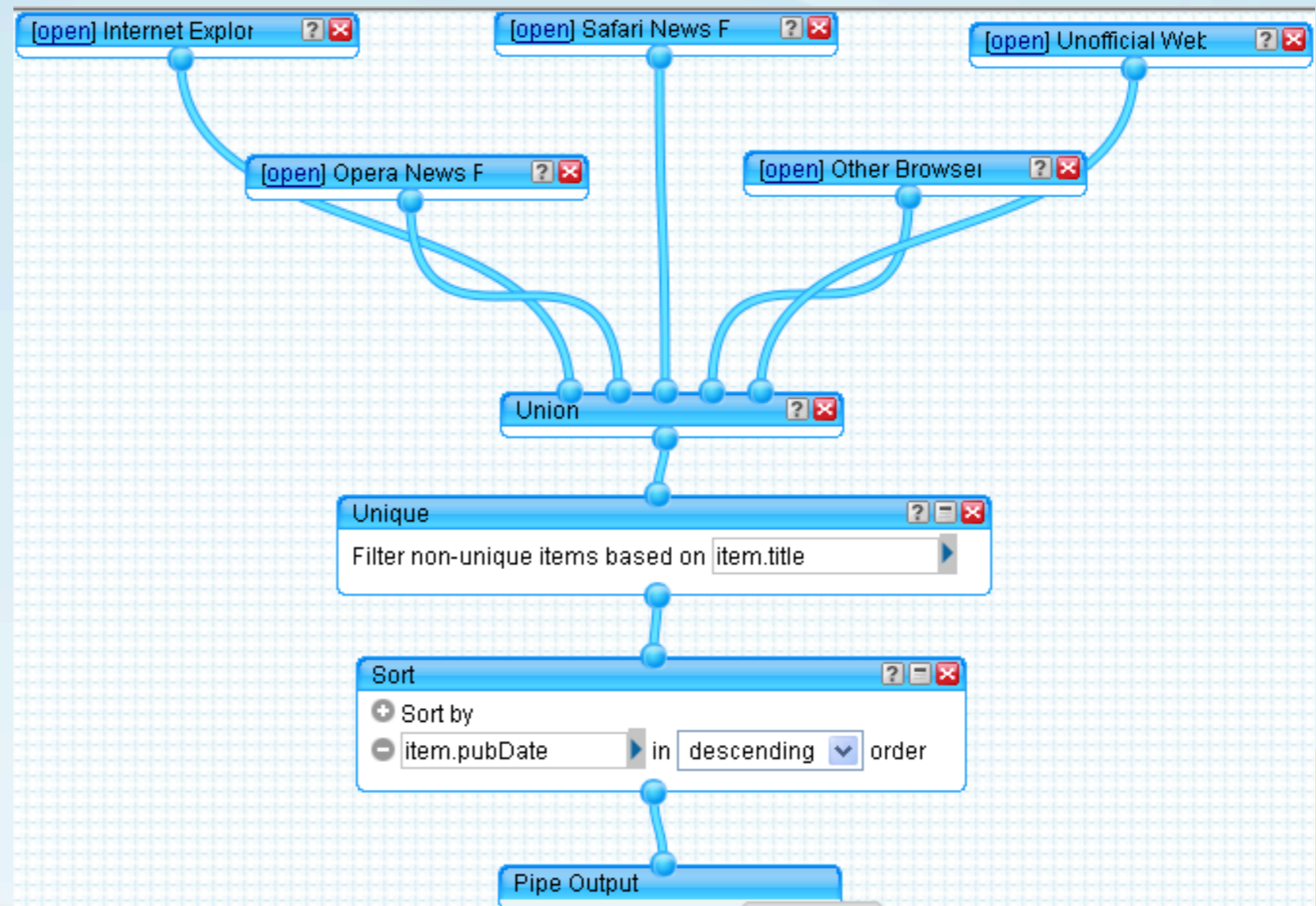
Collect

Aggregate

Select

Publish

Combined feed



Competitive Browser Development Tracking



- Competitive Weekly Roundup

- [Wiki](#)
- Weekly email
- [Webwatch](#)

mozilla developer center beta

Documentation DevNews **Webwatch**

News

Competitive Tracking - Weekly Roundup: 8/10/07

[New Training and Whitepaper on IE 7 Security Now Available](#)

- Companies have had many questions about deploying and securing IE7 on the desktop
- Microsoft released an Internet Explorer Desktop Security Guide that discusses many of the new security features along with recommended settings

[PithHelmet 2.7 beta released](#)

- PithHelmet adds content filtering (ads, flash, shockwave, midi loops, etc.) to the Safari browser
- This version was engineered specifically to work with the Safari 3 betas

Posted **August 10th, 2007** by **galen** in [General](#), [Web Development](#), [Browsers](#) | [Edit](#) | Comments Off

Competitive Browser Development Tracking



Competitive browser development page:

Summarizes competitive news and information collected

Safari [\[edit\]](#)

Web Browser	Safari
Current Version	2.0
Future Version	3.0
Release Date	October 2007 ↗

Direction [\[edit\]](#)

- Expand browser market share; more web site developers will test their code against Safari, which is good for Apple
- Save Quicktime; better quicktime integration into Safari for Windows
- iPhone - get Mac and Windows developers to develop web apps for iPhone.
- increase search box revenue
- using iTunes as a distribution vehicle for Safari for Windows

Emphasis [\[edit\]](#)

- speed/performance
- easy to use
- Safari for Windows

Features [\[edit\]](#)

- Safari on the iPhone: links can be embedded in web pages to allow phone calls from a click

Summary


- Competitive Browser Development Tracking
- Comparative Feature Analyses
 - Search
 - Security

Other Competitive Analyses. . .

Intern vs. Full-time Basketball Game

Other

	Name	Mike Morgan (morgamic)
	Title	WebDev Manager
	Age	28
	Weaknesses	NOT PLAYING!; sprained ankle ; carebears
	Other	big guy who's supposed to be really good

	Name	Bret Reckard
	Title	Recruiter
	Age	unknown

Other Competitive Analyses. . .

Intern vs. Full-time Basketball Game

