

Comparing first-movers in technology

Technology



What made them unique is they didn't really sell the same items. They differentiated their products and let technology mold and develop them for the people's needs. Intel and Microsoft are able to sell to the same consumers because the demand is for two different products. Intel essentially made this all possible by creating the processor. Microsoft is fast moving to make them keep up with the times with making their products work with any known threats like the Cloud as well as Integrating Itself Into smart phones and gaming applications.

Instead of aging new products they Incorporate the competitions threat Into their products thus making a sense of synergy. Microsoft also continues to capitalize by flung problems, hearing consumers, and making operating platforms more consumer efficient. From the first and second e-Activities, compare Intel's and Microsoft's strategies in terms of their ability to profit from innovation. Next, analyze the manner in which shifts in new technologies revolutionized the structure of the industry, increasing profitability and growth through global expansion.

Provide a rationale to support your response. Answer: Microsoft Company's primary strategy is to be a sort of conglomerate and make products that the people want. Microsoft is not only responsible now for an operating system which they are trying to partner windows with everything but also the top gaming system line OXBOW. They differentiate products to meet the needs of many consumers. On the other hand Intel's primary strategy Is focusing on making that one thing. The microchip goes In almost everything that is technological.

They are focusing on the one product that many other products need to make work. They truly are dominate in that area because they are innovating it better and better since the PC world is over. This means they need to move with the speed of now. With such strength on the development of the processor I feel they will eventually innovate some high tech gadget that will be a massive breakthrough. Microsoft keeps trying to reinvent Windows and for many consumers that is just not working for them. Us 599

Comparing First-movers in Technology"

From the first and second e-Activities, analyze the key ways in which Intel and Microsoft capitalized on and reaped substantial first-mover advantages in pioneering the first microprocessor. What made them unique is they didn't really sell the same as well as integrating itself into smart phones and gaming applications. Instead of making new products they incorporate the competitions threat into their products thus making a sense of synergy. Microsoft also continues to capitalize by fixing strategy is focusing on making that one thing.