

# Communication

Business



**ASSIGN  
BUSTER**

Articles about Intel and Free Geek First article: Flynn, Laurie. “ Intel to Build New Chip Plant in Oregon, and Upgrade Others.” New York Times, 19 Oct. 2010. Web. 29 Apr. 2013. Original Article: Company Information The Intel Corporation said on Tuesday that it planned to invest \$6 billion to \$8 billion to upgrade manufacturing plants in the United States and build a new one in Oregon, adding as many as 1, 000 new high-tech positions and thousands of construction jobs. Intel, based in Santa Clara, Calif., has historically used its substantial cash reserves to invest in its manufacturing plants through economic downturns, advancing its technology while rivals struggled to stay afloat. It is a strategy that has been largely successful. Indeed, last week, the company reported better-than-expected earnings on a sharp increase in revenue. “ These investments will create capacity for innovation we haven’t yet imagined,” said Brian M. Krzanich, senior vice president and general manager of Intel’s manufacturing and supply chain. A similar \$7 billion investment by Intel about 20 months ago was focused on making chips using 32-nanometer process technology. Paul S. Otellini, Intel’s chief executive, vowed at that time to invest in chip factories in the United States rather than send the business abroad. He also urged other companies to follow Intel’s model of investing in future products despite the recession. In recent months, Mr. Otellini has railed against incentives and other practices that make it far cheaper for companies to build and operate chip plants abroad. He has estimated it costs \$1 billion less to operate a chip factory overseas than in the United States, not because of lower labor costs but because of incentives from foreign governments. Intel generates three-fourths of its revenue from overseas business, but three-fourths of its chip-making employees are in the United States. Mr. Krzanich told reporters in a

<https://assignbuster.com/communication-essay-samples-11/>

conference call that Intel benefited from the large manufacturing base in the United States despite the potential cost savings of manufacturing abroad. He called the plants a great asset “ from a hardware standpoint,” but also because the employees were highly skilled. “ We’re going to utilize that,” he said. The upgraded plants will pave the way for higher-performing and sleeker electronic devices by allowing Intel to produce a new generation of 22-nanometer chips. The new Hillsboro, Ore., plant — Intel’s first new plant since 2007 — is scheduled to start production in 2013. Second article: Hardy, Quentin. “ What is Intel’s big dilemma Rapid Start Technology?.” Times of India, 15 Apr. 2013. Web. 29 Apr. 2013. Original Article: What is Intel's big dilemma Quentin Hardy, New York Times Apr 15, 2013, 02. 31PM IST For the last several months, Andy Bryant, the chairman of Intel, has been trying to put steel in the backs of the company's employees. At meetings, he tells them that Intel must fundamentally change even though the computer chipmaker still has what it takes to succeed in engineering and manufacturing. It is an extraordinary message at a company with the fiercely confident unofficial motto, " Only the paranoid survive." Intel now finds itself faced with a fundamental question: Can the paranoid also evolve? Intel became the world's largest semiconductor-maker through a partnership with Microsoft that dominated the personal computer business for a quarter-century. PC sales are now collapsing, as users are relying more on mobile phones and tablets that rarely contain Intel chips. Intel's other mainstay business, chips for computer servers, is also changing. Cloud computing is creating huge demand for basic servers, but its simpler and cheaper designs may drive prices and profit margins down and offer openings to new competitors. Amid all the change, Intel is also scrambling to find a new

<https://assignbuster.com/communication-essay-samples-11/>

leader. In November, Paul Otellini, who had been chief executive since 2005, unexpectedly announced his resignation. " It's time to move on and transfer Intel's helm to a new generation of leadership," he said at the time, declining to elaborate on why he was leaving three years before reaching the company's retirement age of 65. His decision left the company in limbo. " It looks like there was no succession plan in place, and that is troubling," said Hans Mosesmann, an analyst at Raymond James. " They are probably a month away from Otellini leaving, and nothing is settled." While the board has been looking at external candidates, the new chief will almost certainly come from within. In contrast to Silicon Valley's culture of job-hopping, at Intel someone with 15 years' experience can be called a newcomer. The company's leaders believe that it is critical for the chief executive to be steeped in the company culture. " The job of the board is to pick the candidate who can best grow into the job," said a person with knowledge of the search, who spoke on the condition of anonymity. " Intel has to define its next act." In the meantime, Bryant, who has been at Intel for 32 years and served as its longtime chief financial officer, has been trying to prepare employees for a new era. " He says that the customers have changed, and we have to as well," said a person attending one of Bryant's meetings, who was not authorized to speak publicly. " Where the revenue is now is not where the revenue is coming from in the future." Intel declined to make Otellini, Bryant or any other officials available for an interview, citing the mandatory quiet period before its first-quarter earnings report due out on Tuesday. Those earnings, which will most likely reflect the collapsing demand for PCs, will follow the drops in revenue, operating margins and net income of 2012. Analysts say the two top contenders to be Intel's next CEO

<https://assignbuster.com/communication-essay-samples-11/>

are Brian Krzanich and David Perlmutter, who are close to Intel's core business. Krzanich, Intel's chief operating officer, oversees its fabrication facilities. Perlmutter, the chief product officer, oversees chip design. Renee James, the head of Intel's software group, is considered a more remote chance to run what has long been a hardware company. And Stacy Smith, Intel's chief financial officer, is well liked inside and outside the company, but like Otellini, lacks an engineering background, which diminishes his prospects. Revealing just how hard it would be for an outsider to step into the top job at Intel, the newcomer of these four joined Intel in 1988. But close watchers of the company wonder whether its insular culture is up to the challenge of expanding to different kinds of customers and devices. " In this new world, with smartphones and tablets, and cloud computing, things are moving around fast," said Hector Ruiz, the former chief executive of Advanced Micro Devices, Intel's top competitor in making PC chips. " Intel has the talent, engineering, and resources, but they are their own worst enemy." Ruiz recently published a book about his efforts to sue Intel for monopolistic practices, which he said were the natural result of its paranoia. Intel paid AMD \$1. 25 billion to settle the case after Ruiz left the company, but Intel has consistently denied it engaged in monopolistic practices. The idea that Intel put the squeeze on its customers has been around Silicon Valley for years, but has never been proved. With Intel controlling 80 percent of the PC market at times, and PC makers facing low profit margins, any supply interruption from Intel could be disastrous. But any such threat may be less significant in the future. Third article: Reuters. " Intel Corp (INTC. O)." Reuters. com, n. d. Web. 29 Apr. 2013. Original Article: Intel Corporation, incorporated in 1968, designs and manufactures integrated digital <https://assignbuster.com/communication-essay-samples-11/>

technology platforms. A platform consists of a microprocessor and chipset. The Company sells these platforms primarily to original equipment manufacturers (OEMs), original design manufacturers (ODMs), and industrial and communications equipment manufacturers in the computing and communications industries. The Company's platforms are used in a range of applications, such as personal computers (PCs) (including Ultrabook systems), data centers, tablets, smartphones, automobiles, automated factory systems and medical devices. The Company also develops and sells software and services primarily focused on security and technology integration. In February 2013, it acquired ProFUSION-Comercio e Prestacao de Servicos em Tecnologia da Informacao Ltda. On January 31, 2011, the Company acquired Wireless Solutions (WLS) business of Infineon Technologies AG. On February 28, 2011, the Company acquired McAfee, Inc. In August 2011, the Company formed a wholly owned subsidiary, Intel Federal LLC. During the year ended December 31, 2011, it sold the remaining interest in Micron. On February 2012, QLogic Corp. sold the product lines and certain assets associated with its InfiniBand business to the Company. In May 2012, Cray Inc. completed the sale of its interconnect hardware development program and related intellectual property to the Company. In September 2012, InterDigital, Inc.'s subsidiaries sold around 1,700 patents and patent applications to the Company. The Company offers platforms that incorporate various components and technologies, including a microprocessor and chipset. A microprocessor-the central processing unit (CPU) of a computer system-processes system data and controls other devices in the system. It offers microprocessors with one or multiple processor cores. Its second and third generation Intel Core processor families

<https://assignbuster.com/communication-essay-samples-11/>

integrate graphics functionality onto the processor die. In contrast, some of its previous-generation processors incorporated a separate graphics chip inside the processor package. The Company also offers graphics functionality as part of a separate chipset outside the processor package. Processor packages may also integrate the memory controller. A chipset sends data between the microprocessor and input, display, and storage devices, such as the keyboard, mouse, monitor, hard drive or solid-state drive, and compact disc (CD), digital versatile disc (DVD) or Blu-ray drive. The Company offers and develops System-on-Chip (SoC) products that integrate its core processing functions with other system components, such as graphics, audio, and video, onto a single chip. The Company offers Intel vPro technology, a computer hardware-based security technology for the notebook and desktop market segments. During 2011, it introduced the second generation Intel Core vPro processor family. The Company offers components and platforms for mobile phones and connected devices. Key mobile phone components include baseband processors, radio frequency transceivers and power management integrated circuits. It also offers mobile phone platforms, including Bluetooth wireless technology and global positioning system (GPS) receivers, software solutions, customization, and essential interoperability tests. McAfee offers software products that provide security solutions for consumer, mobile, and corporate environments designed to protect systems from malicious virus attacks, as well as loss of data. McAfee's products include endpoint security, network and content security, risk and compliance, and consumer and mobile security

Fourth article: O'Brien, Chris. "Decline of PCs and shift to mobile hit Intel earnings." Los Angeles Times, 17 Jan. 2013. Web. 29 Apr. 2013. Original Article: Each day seems to bring

<https://assignbuster.com/communication-essay-samples-11/>

another development that emphasizes the staggering impact that the shift to mobile is having on traditional computing leaders. Earlier this week, it was rumored that Dell, which has struggled to transform itself away from its dependence on PC sales, might go private. On Thursday, it was Intel Corp.'s earnings report. While beating analyst expectations, the chip giant still saw revenue and profit fall as its core PC-related business suffered. According Intel's press release: " PC Client Group had revenue of \$34. 3 billion, down 3 percent from 2011." PHOTOS: Tech we want to see in 2013 There seemed to be no evidence yet that the release last fall of Windows 8 from Microsoft, aimed at helping companies reinvent the desktop and laptop markets with more touch-screen features, had aided Intel. That may not bode well for Microsoft, which reports earnings next Thursday. Intel on Thursday reported revenue of \$53. 3 billion, profit of \$11 billion and earnings per share of \$2. 13 for 2012. Those are all down from the year before, when Intel reported \$54 billion in revenue, \$12. 9 billion in profit and earnings per share of \$2. 39. " The fourth quarter played out largely as expected as we continued to execute through a challenging environment," Intel Chief Executive Paul Otellini said a statement. " We made tremendous progress across the business in 2012 as we entered the market for smartphones and tablets, worked with our partners to reinvent the PC, and drove continued innovation and growth in the data center. As we enter 2013, our strong product pipeline has us well positioned to bring a new wave of Intel innovations across the spectrum of computing." Perhaps. But the company projected revenue for the current quarter of \$12. 7 billion, which was below analysts' consensus estimates of \$12. 9 billion. As a result, after rising 57 cents, or 2. 6%, to \$22. 68 during the day, Intel's shares fell 86 cents, or 3. <https://assignbuster.com/communication-essay-samples-11/>



8%, to \$21. 82 in after-hours trading. Fifth article: NaturalNews. “ Intel announces breakthrough Core 2 Duo processors with 40 percent performance boost.” Naturalnews. com, 28 Jul. 2006. Web. 29 Apr. 2013.

Original Article: (NaturalNews) Yesterday, Intel Corp. announced the arrival of its Core 2 Duo, a processor that the company described as its most important product since the Pentium processor released in 1993. The Core 2 Duo marks a change in Intel's approach to chip making, as the company admitted it had hit a technical wall since its 1990s dominance, which was powered by the huge leap in speed that the Pentium processor offered. Now the company has focused on shrinking circuitry, allowing them to affix two computing engines to a single piece of silicon, which gives computers as much as 40 percent improved performance while still emitting less heat, the company says. Intel Chief Executive Paul S. Otellini said that the company planned to ship at least one million chips out in the next two months, which would get them into the PCs of computer makers in time for the holiday season. Intel has said that systems based on the Core 2 Extreme -- Intel's processor developed for video games -- are already available, and Hewlett-Packard, Gateway and Dell have all announced they will sell PCs equipped with the Core 2 Duo. This move could be just what the company needs to regain its former dominance, which has slipped over the last three years to Advanced Micro Devices (A. M. D.). The smaller company has become known for its faster and more efficient processors, leading to its acquisition of five market share points last year, according to technology research company Mercury Research. A. M. D. released a response to Intel's announcement stating it “ is now quite accustomed to Intel reacting and attempting to follow (their) lead” in the market. Sixth article: Banda, Manda. “ Intel plans to

<https://assignbuster.com/communication-essay-samples-11/>

grow smartphone market share in MEA.” Itp. net, 19 Feb. 2013. Web. 29 Apr. 2013. Original Article: In a move aimed at expanding its current minimal market share in the smartphone market, chip maker Intel, has introduced a new Atom processor platform designed to target the fast-growing market for low-end smartphones in emerging economies. The initiative, which has already kicked-off with a few key regional telecoms operators on co-branded phones, has seen Intel partner with SafariCom in Kenya, where the Yolo branded handset has the new Atom processor. Intel has said that it is also working with ZTE, Lenovo and other phone manufactures to bring Atom-based devices to MEA region. Taha Khalifa, regional general manager, Middle East and North Africa (MENA) at Intel said: " We have been working closely with key telecom providers across the region not only on phones, but also on other Intel-based devices including tablets and Ultrabook. In almost every country we operate, there is a strong engagement with telecom operators to make sure that our devices are sold with connectivity. We can't disclose the names of operators we are engaging with on the phones at this stage given the confidentiality of the engagements." Company Articles Etisalat Misr announces Intel-based smartphone Intel profits down 25% in Q1 2013 SAP AG partners with Intel Khalifa added that at this stage, such co-branded smartphone alliances, which are dependent on form factor reference design (FFRD), are only limited to a select few operators in the MEA region. He said the reason behind this is that Intel is starting to penetrate this market and wants to use a very scalable pattern to support operators worldwide. " We are engaging in a few markets with the strategy of co-branded smartphones primarily with operators with large subscriber base in countries where we expect to see huge growth in smartphone ownership," he said. Khalifa said <https://assignbuster.com/communication-essay-samples-11/>

the company is upbeat about the strategy as it will help Intel to gain market share in this fast growing segment. " It will definitely establish brand reference to Intel and give the consumer first hand access to Intel-based smartphones which we believe offers the consumer cost, performance and power features," he said. Khalifa added that the initiative will also help align Intel with a few operators to get direct consumer feedback on its products. " While working with the key telecom operators, Intel is also working with the key phone manufacturers. With a very strong roadmap of products coming into market in 2013, and 2014, we believe our best-in-class products will help us gain market share in the smartphone business. Seventh article: Lyons, Jessica. " Free Geek Promotes Computer Education, Technology Recycling and Community Service." Education-portal. com, n. d. Web. 29 Apr. 2013. Original Article: Darren Heiber, Hardware Grants and Education Coordinator of Free Geek, recently explained to EducationPortal. com how Free Geek is bringing computer education and equipment to its community. EducationPortal. com: What is your mission and how do you work to fulfill that mission? Darren Heiber: Free Geek's mission is to recycle technology and provide access to computers, the Internet, education and job skills in exchange for community service. We work tirelessly to fulfill our mission by doing everything we can to encourage environmental responsibility when it comes to e-waste, community involvement through community service and self-motivated learning through our various classes and volunteer opportunities. EP: Through your Hardware Grants Program, non-profit organizations, such as schools, are able to get refurbished PCs. How can receiving these computers impact a school? DH: We recently ran an article in our newsletter that speaks to this very question. By leveraging the power of <https://assignbuster.com/communication-essay-samples-11/>

community support, we are able to ease the costly burden of technology adoption in schools. This, in turn, makes it possible for schools to put more money directly into the education of students. We have also been able to give hardware grants to individual teachers and school-related programs like robotics clubs, making it easier for them to focus on their core interests and duties instead of wondering how they might be able to afford the necessary technology to teach in this digital age. EP: Another component of Free Geek's work is providing computer classes. What are the benefits of receiving a computer education? DH: In 2012, our all-volunteer educators taught just under 1, 500 students through our regularly scheduled classes. These classes included basic introductions to the Linux operating system (including how to set up your computer at home on your own), job search skills, how to get your business or hobby online, various graphics programs, Internet safety and so much more. The benefits of these classes are as varied as the course offerings and students. We've had several students comment about how powerful it was to publish their first websites or use their skills to create art and be successful in work-related projects as a result of these classes. Along with our classes, we offer tech support (also powered by volunteers) to almost everyone who receives a computer from us. Knowing that you are supported by the education and tech support programs as you explore the world of computers makes it easier for people to try new things without worrying that they're going to break something. EP: Your Build Program also gives volunteers a chance to learn how to actually build their computers. How do volunteers react to getting to learn how to build a computer? DH: Our Build Program is one of the most amazing aspects of Free Geek. Many volunteers come in to our 24-hour Adoption Program, where they are given a

<https://assignbuster.com/communication-essay-samples-11/>

free computer after donating 24 hours of their time. They then decide to join the Build Program after seeing how easy, informative and fun it can be. The Build Program is a three-part process, where volunteers learn from and support each other throughout. Because we do so much to encourage community learning, and ensure there are knowledgeable staff and volunteers available at all times, even those who never thought they would be comfortable using a computer, much less building one, are able to be successful. EP: K-12 students in Portland who complete 24 hours of community service in one year can receive free computers from Free Geek through the Plug into Portland Program. How did this program come about? DH: A few years ago Dan Saltzman, Portland City Commissioner, had a chance to learn about the good work we were doing at Free Geek to promote computer reuse and education. He understood that it made sense for the City of Portland to connect with us to help reduce the amount of e-waste the city was seeing, as well as help the students of Portland. We were able to secure a contract with the city that funneled their computers into our program in exchange for a promise that we would do our best to reuse those systems for Portland residents, with a special emphasis on our students. As a result, we created the Plug Into Portland program where students could volunteer their time in any way that benefited their community and get a computer as a result. EP: Why do you think it's important to recognize students who are taking part in some sort of community service? DH: Because community service is so important to us, we made sure to include it in our mission statement. We are lucky to be in a position where we can foster service while also encouraging reuse and environmental responsibility. It seems that, in the past, it could be difficult to incite youth to take a more

<https://assignbuster.com/communication-essay-samples-11/>

active role in their communities. At that time, the enticement of a computer could be the thing that would foster this proactive behavior. It seems, though, that youth are more and more engaged in finding ways to participate meaningfully in their communities. Contrary to what some may believe, I think the Internet, and the greater awareness of a larger world that comes with Internet access, has fostered more community awareness among our youth. If that truly is the case, this is a powerful program because it creates a feedback loop that allows for greater access to information which encourages more civic responsibility. Eighth article: James, Clara. "Free Geek: Donate Old Computers, Volunteer for a Free Computer." About. com, 23 Sep. 2009. Web. 29 Apr. 2013. Original Article: The original Free Geek, from Portland, Or., trains volunteers to refurbish donated computers. The computers are sold in Free Geek's thrift store, and volunteers who help out for 24 hours, or refurbish six computers, receive their own computer to keep. Low-income families and those who might not be able to afford a computer otherwise can get a good-as-new computer, and all those old machines are saved from landfill. Free Geek also recycles all the components and computers that it can't refurbish. What would an old computer be good for? The refurbished computers are older models but nothing obsolete, and are loaded with open source, minimalist software like the Ubuntu operating system. An older computer running Ubuntu is almost as fast as a modern machine running pretty but heavyweight Windows, and there's barely a difference between the two when using the internet. The Twin Cities has a conceptually similar program for some time. The non-profit Minnesota Computers for Schools trains inmates at Stillwater Correctional Facility to repair, refurbish and recycle computers which are then sold to local schools

<https://assignbuster.com/communication-essay-samples-11/>

for as little as \$75 per system. MCFS only accepts donations from businesses and schools, and only schools are eligible to purchase the computers. Ninth article: Westervelt, Amy. "Free Geek founder tackles corporate e-waste." Sustainableindustries. com, 01 Jun. 2007. Web. 29 Apr. 2013. Original Article: Oso Martin, founder of Free Geek, a Portland-based consumer e-waste recycling program, launched Bear eCycling in April 2007 to provide e-waste recycling services on a corporate scale. Free Geek will remain in business to serve noncommercial customers. "At the commercial scale, the operations become much larger and complex," Martin says. "Bear eCycling uses the techniques learned at Free Geek and applies them in a way to maximize product throughput," he says. Bear also designs corporate recycling programs, trains staff and tests products for companies interested in purchasing energy-efficient, low-waste computer and electronic equipment. The company also provides technical analysis for the Electronic Product Environmental Assessment Tool program [see "U. S. Green Electronics Council debuts," SI, February 2006]. Bear customers are charged per pallet, with additional fees for monitors or other potentially hazardous materials, as well as for extra levels of data security such as individual hard drive tracking and data destruction.