Good firms leveraging technology essay example

Business, Company

Technology has changed the world into the virtual space by enabling never-ending improvements in all industries. Efficient and effective business models and ecological units in times of economic failure are created by technology. In the current generation, it is difficult to visualize a life without technology as any information can be obtained on finger tips using the cellphone, portable devices and Internet. More prevailing, and less expensive computing impacts all the industries. Companies and consumers desire faster and cheaper computing, a terminology called as Moore's Law, termed by Gordon Moore.

Moore's Law is based on the ongoing efforts of technologists to push silicon integrated circuit manufacturing forward, and the law depends on large-scale efforts by the technologists . The advancement of processing, storage, and networking technology has been effective in few firms that have grown rapidly in the past few decades.

Apple Inc, the technology giant, gained popularity with its product iPod that initially started with 5 GB storage, which could save up to 1000 songs. In the next few years Apple increased its storage that could store four times more songs than the initial iPod, at a lesser price and faster processing time. The other product iTunes from Apple is a digital media powerhouse that uses the developments in network technology. Millions of songs are downloaded from the iTunes website on a holiday. The speed, quality, processing time, and a variety of applications available has made Apple Inc., the favorite company among its consumers.

Ambient Devices, an embedded computing and communications technology company takes advantages of Moore's law. The company products range

from Orb lamp, weather-reading Ambient Umbrella and Energy Joule, to name a few. The device developers designed the software, licensed wireless spectrum from a pager firm that had both surplus volume and a footprint in business.

Amazon. com, an online portal used only 1TB (TeraByte) database when it initially started its operations in 1995. The company worked on its price performance strategy and offered " Search inside the Book" concept for which the company had to upgrade to 20TB. Searching content inside a book requires faster processing time, which is achieved by faster microprocessors and RAM (Random Access Memory). Researchers analyze that the disk drive storage doubles approximately every twelve months, however, the hardware required to increase transmissions over fiber-optic lines doubles every nine months.

Nokia, a firm that specializes in mobile phones offers stylish chip-based digital cameras in its mobile phones. In a digital camera, the digital signals are more easily manipulated in editing and special effect operations, compared to analog signals . The current Nokia phones are built-in with on-chip image processor to perform image scaling with oversampling. Companies that manufacture products with chip-based components see a drastic reduction in the value of those chips in a few years.

The XO product, a laptop from the project One Laptop Per Child (OLPC) works on the technology of a flash RAM rather than a hard drive. These portable devices work well in the mesh networking topology. The device also consists of multiple battery charging options such as a foot pedal, hand crank and pull chord to charge the battery, as children at remote places that has a

power shortage use these devices.

There can be rapid development in non-chip based technology also, for example, disk drives. Strategically such developments can help the small companies to prosper for whom cost is a major factor in performing up to their ability. With the advancement in technology new firms, trade models, and products are created, impacting the recognized firms and new trends of doing business may evolve. Firms must take responsibility to understand the new trends and the progress in technology to identify the prospects.

Works Cited

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