



Stanford eCorner

Lateral Moves Within Companies

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How do you take a task that you already know how to do and do it a whole different way? Bartz talks about lateral moves within companies to improve innovation. She looks forward to future technology that will allow the creation of rich media content.



Transcript

With tools you have drawing dumb lines, arcs and circles? Yeah. You've been there, done that. But a building as a live object, as a building model that can carry on for a hundred years to repair and etcetera; just the beginning. That's a lateral move. For instance, how do you take a task that you know how to do today and say let's think about it a whole different way. So how do we get out of, "Can I just draw a dumb line faster?" "Can I just put a layering standard in there?" "And how do we think about a new convention?" In a way, of course, in mechanical that was 2D to 3D. Frankly in building designs it's 2D to 3D too. It's just a different way to think of 3D. So, there's a lot of lateral moves that happened in any company. And it's around, "If this is my core product, what adjacent products make sense?" In our case, building design it might be cost estimating.

It might be viewing up and down the value chain in manufacturing. How to get your purchasing agents and your vendors involved using live, streamed models, etcetera, etcetera, etcetera. So a lot of opportunities. In fact, that's what's so exciting now. Because you have the technology that backs up that opportunity. You have to bandwidth, in this case. You have to have a network world. You have to have the processing power. If we're ever going to do rich multi-media believe me there's not enough IO, at this point. No matter what Intel says.

There's not enough bandwidth, in general. And not enough processing but all of that is in front of that.