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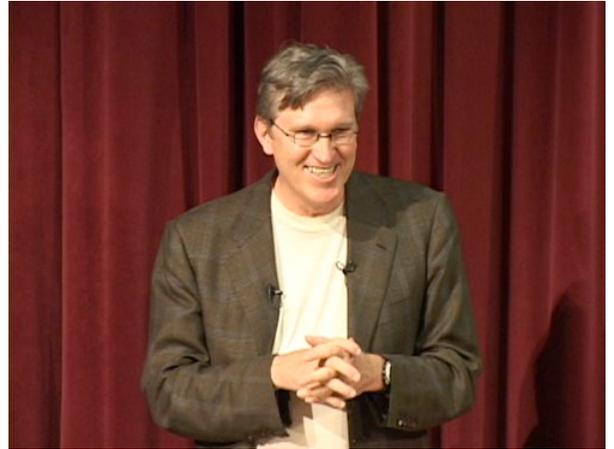
Can a Company Be Successful at Both Software and Hardware?

Jeff Raikes, *Microsoft*

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Video URL: <http://ecorner.stanford.edu/videos/921/Can-a-Company-Be-Successful-at-Both-Software-and-Hardware>

Raikes talks about how companies can be successful at software and hardware, but only within a certain scope. If you're looking at the overall market, it has to be either hardware or software, he says. Within a niche, it is sometimes important to do both.



Transcript

So the question is, some people would say, you can only be successful primarily being in the hardware company or primarily being a software company. There are others might say you know you could be successful doing both. I actually believe you could be successful at doing both but only within a certain scope. Okay, you know, it is no key successful because they are hardware company or software company. You know, I think no keys to have a very find job and it's gave a lot of success around the world because they've figured out to bring those out together. I think Apple computer you know even though I do i personally felt they were more of a hardware company than a software company. Clearly, a big part of their differentiation has been the way which they've done their software. Yet, I think that's made a very hard for them to succeed you know at the scale of the rest of the PCians. So,they can succeed within 1 scope of the market but perhaps not in the their branch of scope. I would, I answered your question by first narrowing the scope of what we've talked about.

Is it, the overall market then I'd say it's going to be hardware or software. Or is it, within a certain area or what something people might call a niche and I actually, think it is important some cases to try the both but fundamentally, they are pretty different processes. You know when I go down to it, I would down to Intel's lapse. You know, a couple of years ago, when I put on the space suit, I walked in and I saw other were building, I think it at the time it would have been the Pentium 5. You know, it was, it was amazing, you know, we a lot of times it certainly we talked about the conflict that sometimes occurs Microsoft and Intel. Obviously, we have a lot of partnership than we do but sometimes people back up the conflict. I would go in there and said wow, they are in an a different business. They really isn't that much of conflict though we know how to figure out to just not let that be what people focused, you know, let's talk about how we partner. So, yes i do believe they're fundamentally different businesses.