Unit 8 Seminar Grid Template  
Name:

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| **Case study** | | |
| **Criteria** | **Acorn** | **IBM** |
| **Technical innovation** | The development of the ARM processor | IBM System/360 mainframe computer |
| **Business exemplar** | Acorn Archimedes | Transformation into a leading provider of IT services and consulting |
| **Technology mistake** | Their decision to drop the 16-bit CPU from their Atom successor | IBM's mistake was not insisting on proprietary rights to the operating system developed by Microsoft, known as MS-DOS |
| **Business mistake** | their failure to effectively market and promote their products outside of the educational sector. | Failure to fully recognise and adapt to the rapid growth and potential of the personal computer (PC) market in the 1980s |