



Presentation 2023

MARKETING STRATEGY

**NVIDIA**

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# INTRODUCTION

## NVIDIA

Nvidia is an American multinational technology company incorporated in Delaware and based in Santa Clara, California. Founded in 1993 by Jensen Huang, Chris Malachowsky, and Curtis Priem, Nvidia designs graphics processing units (GPUs) for the professional and consumer markets.

Its primary GPU product line, labeled GeForce, is in direct competition with Advanced Micro Devices' (AMD) Radeon products.

Nvidia GPUs are used in a variety of applications such as gaming, professional visualization, high-performance computing, and artificial intelligence. The company also designs system-on-a-chip units for the mobile computing and automotive markets.

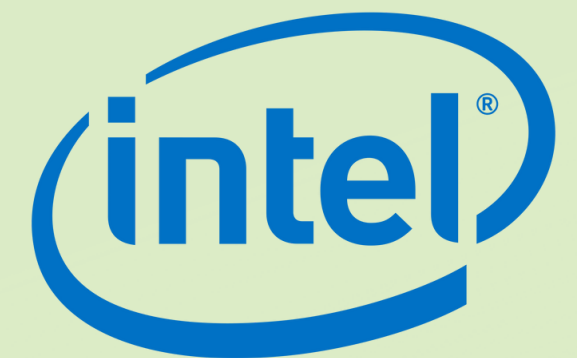


# COMPETITION

## AMD AND INTEL

**AMD** is Nvidia's main competitor in the GPU market. Its Radeon GPUs are a popular choice for budget-minded gamers and professionals. AMD also has a strong presence in the CPU market, and its Ryzen CPUs are a popular choice for gamers and professionals alike.

**Intel** is the world's largest manufacturer of CPUs. Its Core i3, i5, and i7 CPUs are the most popular choices for personal computers. Intel also has a strong presence in the server and data center markets. Intel is also entering in the dedicated GPU market with its ARC series GPU line up.



# Target Markets

## *Gaming Enthusiasts*

Gamers who seek high-performance GPUs to power demanding video games, enabling immersive and realistic graphics experiences.

## *Professional Visualizers*

Professionals in industries like architecture, engineering, design, and filmmaking who rely on powerful GPUs for demanding graphics rendering and content creation tasks.

## *Data Scientists and AI Researchers*

Data scientists and researchers who utilize GPUs for computationally intensive tasks related to machine learning, artificial intelligence, and data analysis, leveraging their parallel processing capabilities.

# Market Segmentation

Nvidia's market segmentation strategy focuses on dividing its target market into smaller groups with distinct needs and preferences. This approach allows Nvidia to tailor its products, marketing messages, and distribution channels to each segment effectively.

Nvidia's primary market segmentation strategy revolves around two main segments:

- **Graphics:** This segment encompasses individuals and organizations that require high-performance graphics processing capabilities for applications like gaming, professional visualization, and video editing.
- **Compute & Networking:** This segment includes data scientists, researchers, and organizations that utilize GPUs for computationally intensive tasks related to artificial intelligence, machine learning, data analysis, and high-performance computing.

# Market Positioning

Nvidia's market positioning is as a leading provider of high-performance graphics processing units (GPUs) and artificial intelligence (AI) computing solutions. The company has established itself as a dominant player in the graphics industry, with its GeForce product line powering both consumer and professional gaming as well as production application.

Nvidia's market positioning is characterized by several key factors:

- **Technological Leadership:** Nvidia is a pioneer in GPU technology and consistently pushes the boundaries of innovation. The company's cutting-edge technologies, such as CUDA, RTX, and Omniverse, have redefined the capabilities of GPUs and opened up new possibilities for computing and visualization.
- **Diverse Product Portfolio:** Nvidia offers a broad range of GPU products catering to various market segments, from consumer gaming to high-performance computing and artificial intelligence. This diverse portfolio allows Nvidia to address the specific needs of different users and maintain a strong presence across various applications.

# Market Positioning



- **Ecosystem Partnerships:** Nvidia actively collaborates with software developers, hardware manufacturers, and industry partners to expand the reach and capabilities of its technologies. These partnerships contribute to the adoption of Nvidia's products and enhance the overall user experience.
  - **Strong Brand Recognition:** Nvidia has established a strong brand reputation for performance, reliability, and innovation. The company's products are highly regarded by gamers, professionals, and researchers, contributing to its market dominance.
  - **Vertical Integration:** Nvidia vertically integrates certain aspects of its operations, such as chip design and manufacturing. This integration allows the company to control the quality and performance of its products and optimize its supply chain.
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# Future Goals



01

Advancing GPU Technology and Computing Performance

02

Expanding AI and Machine Learning Dominance

03

Establishing Omniverse as the Standard for 3D Collaboration

04

Expanding into Cloud Gaming and Virtual Reality

05

Strengthening its Automotive and Transportation Presence



# CONCLUSION

Nvidia, a pioneer in graphics processing units (GPUs) and artificial intelligence (AI) computing solutions, has established itself as a leading innovator and a dominant player in the computing industry. Through its commitment to technological advancement, diverse product portfolio, strong brand recognition, vertical integration, and ecosystem partnerships, Nvidia has consistently delivered groundbreaking products that have transformed various industries and applications.

As Nvidia continues to pursue its ambitious future goals, including expanding its GPU technology, solidifying its AI dominance, establishing Omniverse as the standard for 3D collaboration, expanding into cloud gaming and VR, and strengthening its automotive presence, it is poised to maintain its leadership position and shape the future of computing, visualization, and AI. Nvidia's unwavering commitment to innovation and its diverse range of products and solutions position it as a driving force in the transformation of the digital world and the realization of a future powered by intelligent computing and immersive experiences.

**THANK  
YOU**

