

Hardware and Software Companies

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Can use a few Business Data Analysts and Data Scientists

Primary need is Software Engineers and project managers

Unusual price dynamics

High up-front costs

Very low variable costs

Low cost for storing and processing

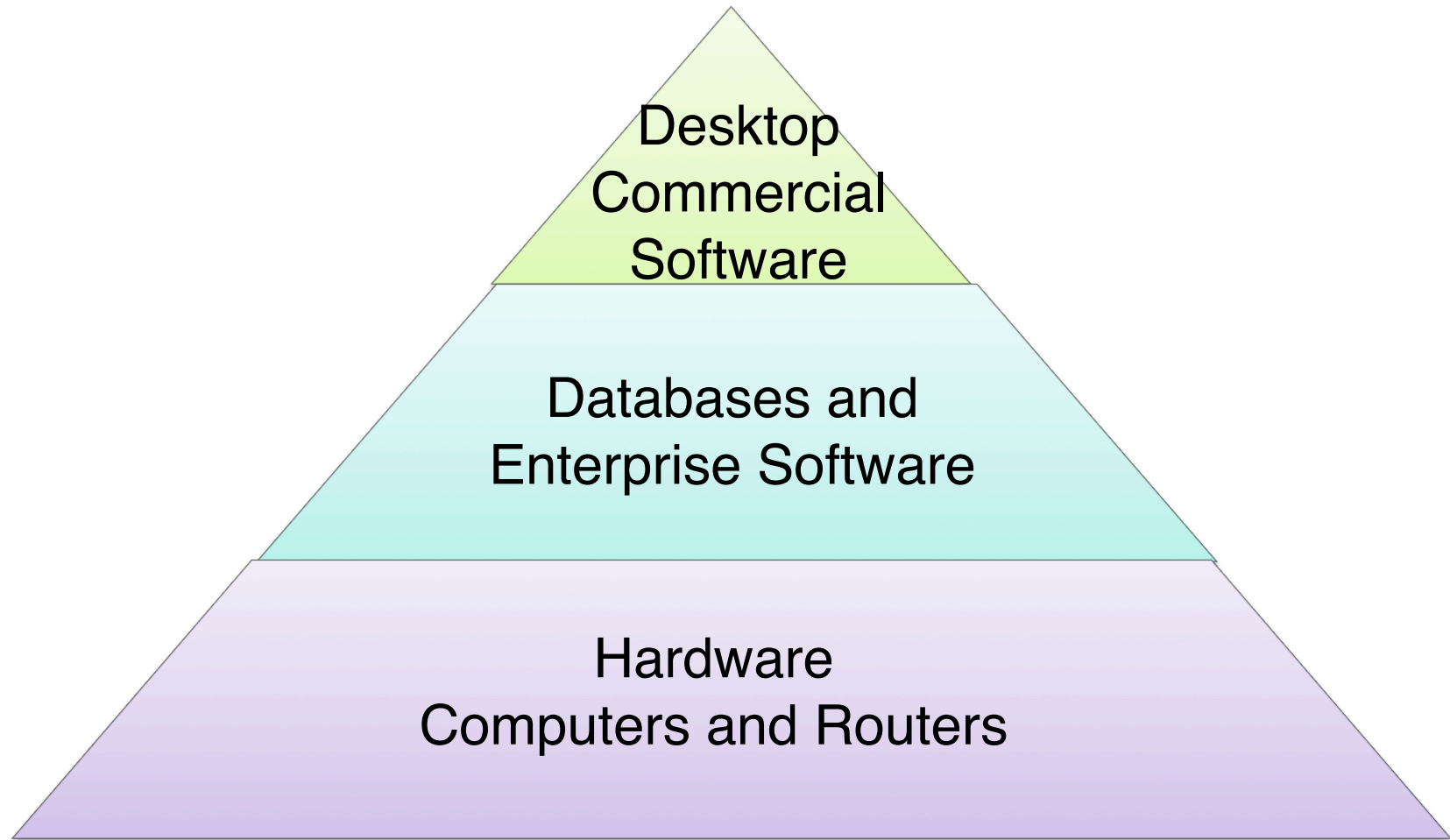
Price wars

Market participants lose money

Few survive

Be lowest cost provider of commodity/service

Dominate a branded niche



Hardware – Computers and Routers



\$4.6 Billion



\$13 Billion



\$49 Billion

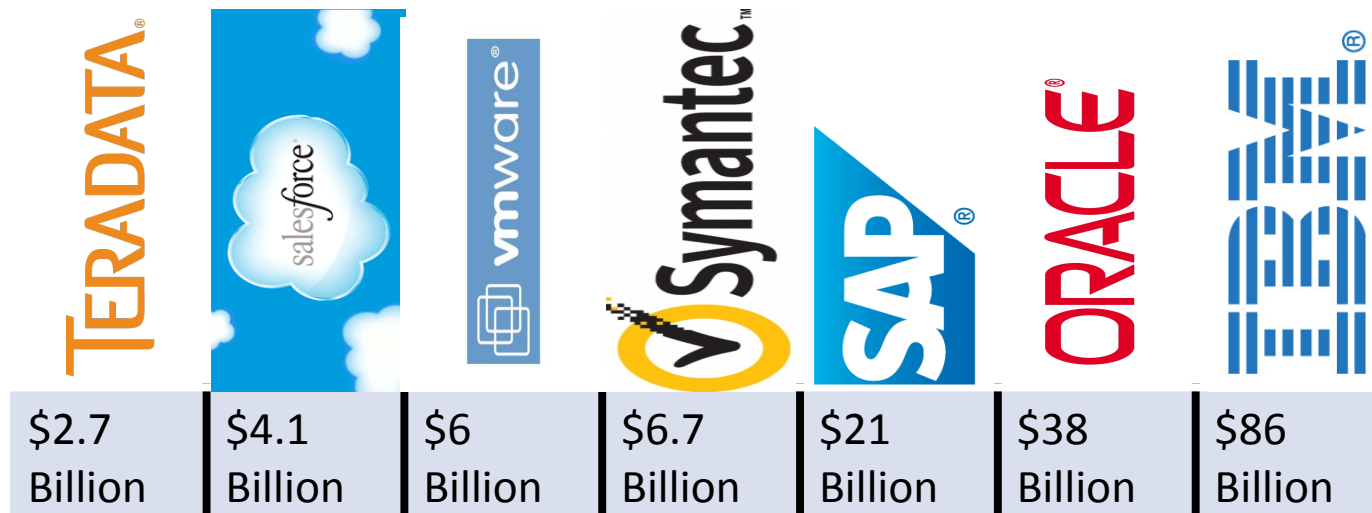


\$55 Billion



\$224 Billion

Databases and Enterprise Software



Desktop
Commercial
Software



\$468
Million



\$750
Million



\$4
Billion



\$4.35
Billion



\$86
Billion