# Product-Centric vs Customer-Centric Brands

## Product-Centric Brand: IBM

I would consider IBM as a product-centric brand. For decades, IBM has been known mainly for the products it creates. Earlier, they were famous for their **mainframes and servers** which were the backbone of big enterprises. Later, they also built software like **IBM WebSphere, DB2 database, and Tivoli systems**. More recently, they have tried moving into AI with **IBM Watson**, but again, the focus is usually on the “product” itself and its technical capabilities. IBM invests a lot in research labs and patents, so their strength is in engineering and innovation rather than customizing everything around customer needs. That is why I feel IBM is clearly product-centric.

## Customer-Centric Brand: Oracle

Oracle is a good example of customer-centric. Of course, they are famous for their **Oracle Database**, but their product line goes much beyond that now. They have **Oracle Cloud Infrastructure (OCI)**, **Fusion Applications (like ERP, HCM, CRM)**, and industry-specific solutions for finance, telecom, and healthcare. The thing is, Oracle does not just build products and push them to market. They often tailor their services depending on the industry or even a specific client. For example, an insurance company might use Oracle’s financial applications while a retailer would be more interested in supply chain modules. They build long-term support and consulting around these solutions, showing they are very customer-focused.

## Reflection on My Current Organization: IKEA

In my current organization, IKEA, I clearly see it as customer-centric. IKEA’s whole product line is built by observing customer behaviour and needs. For example, their **Billy bookcase, Poang chair, and Malm beds** are designed to be affordable, easy to assemble, and long-lasting—things that matter to everyday people. They also keep sustainability in mind, like selling **LED lighting, recycled-material furniture, and flat-pack designs** that cut transport costs (which also saves customers money). Even the store layout, with its mock rooms showing how furniture fits into real homes, is designed around how customers think and shop. IKEA’s philosophy— “to create a better everyday life for the many people”—really shows in every product decision.