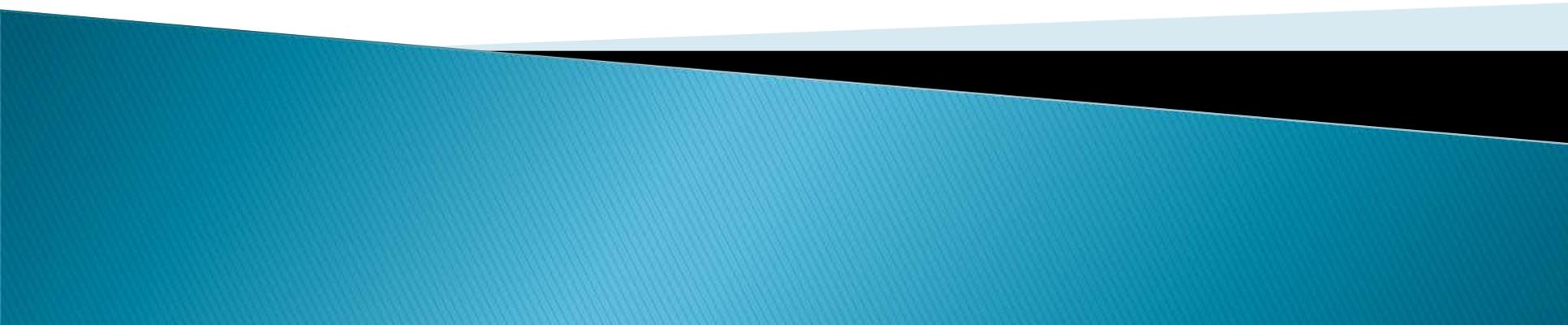


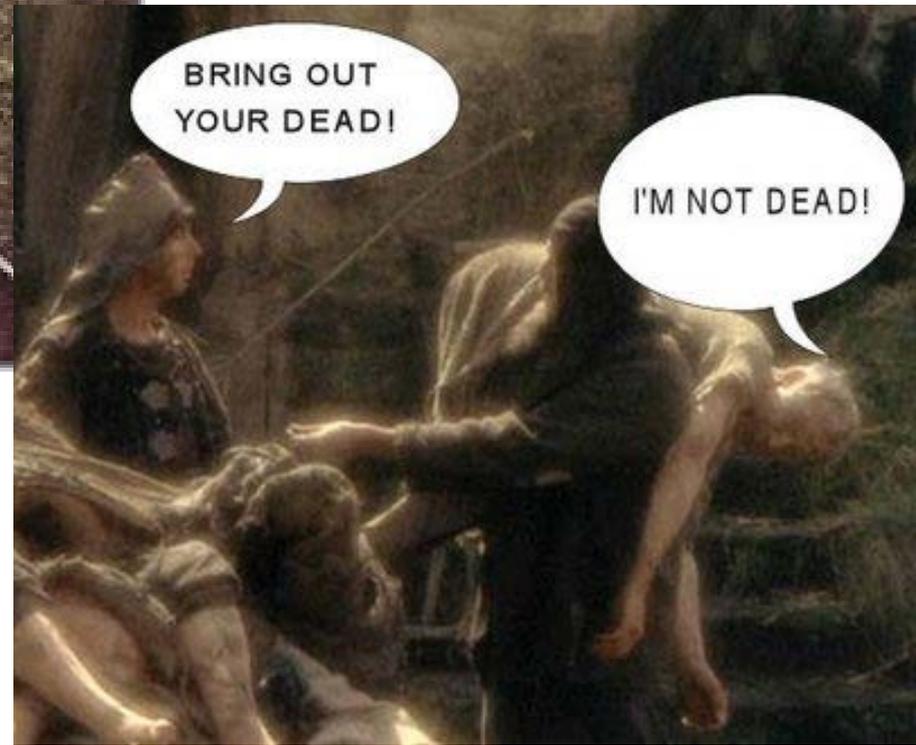
Predictions and Analysis

Looking forward and backward

Scott Rife



Not Dead Yet



Discussion

- ▶ In order for any product to be announced DEAD there must be a clear replacement with a viable value proposition
- ▶ A product is AT RISK when it is losing market share or no longer ascendant.
 - ▶ This is the time to begin evaluating alternative technologies. Evaluate current requirements, not historical requirements
 - ▶ Budgetary estimates to implement replacement along with trade-in credits, training, changes in support costs, informing management that there is potentially a looming upgrade in the future
- ▶ Organizations can live with AT RISK technologies for many years BUT avoid getting stranded by keeping them around when there are viable alternatives that meet requirements
- ▶ There are significant costs to changing technologies
- ▶ Adopting on the bleeding edge can be expensive in terms of people, time and money
 - ▶ Certain problem sets require a willingness to adopt on the bleeding edge
 - ▶ If this is true then TEST, TEST, TEST

Future

- ▶ Non ferromagnetic technologies will continue to draw research interest and money
 - Ceramics and Photonics will generate interesting developments
 - Carbon nanotube (CNT) technology will show up in memory first then in transistors.

Zombies

