

ELEC 694
COMP 694

Ecosystems

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Current Roster



■ Ryan Artecona



■ Jianbo Chen



■ Rob Bauer



■ Ahmed Haque



■ Enoch Chang



■ Zhiyong Tan



This Week's Mini-Discussion

- Some weeks, we will have a short group discussion on a topic rather than Events of the Week.
- Purpose is an exercise in thinking beyond the top level issues of a topic.
- I expect roughly 30 minutes of research and thought
- Our second mini-discussion will be this week:

Samsung



Final Paper

- Everyone has to submit a paper on any of the topic from the list
 - 99% chose same topic as presentation!
- Roughly 20 pages; but can be more or less
- Covers same material as presentations with a stronger emphasis on the future and what other technologies impact or are impacted by chosen topic.
- Submit electronically – save trees
- ***Can be started and submitted at ANY time***
 - Due April 17



Final Projects

- At the April 3rd class, you will be assigned to one of two teams.
- You will be given a topic covering a technology with a 10 year horizon.
- The April 10th class will start with a discussion on Topics Not Chosen (I will present) followed by prep time for final project.
- April 17th class will consist of two 15-20 minute group presentations on final topic.



Schedule for Spring 2013

- **01/09/13** Introduction and Accelerating Technology (*Cutler*)
- **01/16/13** Disruptive Technologies (*Cutler*)
- **01/23/13** Creating and Delivering Great Presentations (*Volz*)
- **01/30/13** Consumer Medical Electronics (*Ahmed Haque*)
- **02/06/13** Identity Theft / Phishing (*Enoch Chang*)
- **02/13/13** Internet of Things (*Ryan Artecona*)
- **02/20/13** No Class – family emergency
- **02/27/13** No Class - Rice midterm recess
- **03/06/13** Storage (*Jianbo Chen*)
- **03/13/13** No Class – family emergency
- **03/20/13** HTML 5 (*Zhiyong Tan*)
- **03/27/13** Ecosystem Group Discussion (*All*)
- **04/03/13** Internet Video (*Rob Bauer*)
- **04/10/13** Topics Not Chosen (*Cutler*) - Prep for Final Projects (*All*)
- **04/17/13** Final Projects - Final Papers Due (*All*)
- **04/21/13?** Possible Optional Off-site (a.k.a. end of semester party)



Preparation Schedule

Date	Class	Topic#	Topic Name	Presenter	Preparation Meetings					
					Volz	Final Draft	2 nd Draft	1 st Draft	Outline	Initial
12/26/2012										Haque
1/2/2013										Haque Chang
1/9/2013	1		Introduction and Technology Acceleration	Cutler				Haque	Chang	Artecona
1/16/2013	2		Disruptive Technologies	Cutler			Haque	Chang	Artecona	Chen
1/23/2013	3		Creating and Giving Great Presentations	Volz	Haque	Haque	Chang	Artecona	Chen	Tan
1/30/2013	4	1	Consumer Medical Devices	Haque	Chang	Chang	Artecona	Chen	Tan	Bauer
2/6/2013	5	2	Identity Theft / Phishing	Chang	Artecona	Artecona	Chen	Tan	Bauer	
2/13/2013	6	3	Internet of Things	Artecona	Chen	Chen	Tan	Bauer		
2/20/2013										
2/27/2013										
3/6/2013	7	4	Storage	Chen	Tan	Tan	Bauer			
3/13/2013										
3/20/2013	8	5	HTML 5	Tan	Bauer	Bauer				
3/27/2013	9		Group Ecosystem Discussion	All						
4/3/2013	10	6	Internet Video	Bauer						
4/10/2013	11		Topics Not Chosen / Prep for Group Projects	Cutler / All						
4/17/2013	12		Final Group Projects	All						
4/21/2013			Tentative date for Off-Site (Optional)							



Seminar #10

- Internet Video – Rob Bauer
 - Logistics
 - Wednesday, April 3, 9:30 – 11:00, DH-2014
- Mini-Discussion – Events of the Week
- One-on-One meetings:
 - None !



Ecosystem Discussion

All
3/27/2013



Major Corporate Ecosystems

- Long tradition of companies offering products in many areas.
 - Synergistically whole is worth more than parts
 - Distinct competitive advantage
 - Products can often integrate better
 - Downside of new customers feeling they need to accept more than specific product



The Big Three

- Microsoft
 - Windows franchise
 - Office integration sealed apps market
- Google
 - Started with search
 - Grew with Google Docs and now full offerings
- Apple
 - Always in its own world
 - Generated significant traction with mobile devices.



Many More

- Amazon
 - A lot more than books
 - Significant technological infrastructure
- Facebook
 - Leader in social media
 - Extensive app platform
- Samsung
 - Historically a component supplier in US
 - Now major brand and creating own ecosystem



Questions

- Who is the strongest, the weakest?
- What should we expect in 5 to 10 years
- Who will / should they acquire? Other major players the might go away or get acquired? (Twitter, for example).
- Hardware / software bridges and walls.
- Stock price and cash on hand. (AAPL - \$137B, GOOG \$48B, MSFT \$68B) (Market Cap: AAPL \$433B, MSFT \$238B, GOOG \$266B)
- Next big market
- Too big to fail? Too big to survive?

