

Petrov Group Announces Vanishing Wintel Dominance Scenarios White Paper

PALO ALTO, Calif.—(BUSINESS WIRE)—January 10, 2005—The Petrov Group today announced the latest addition to its Business Leadership Series. The new white paper, titled “Vanishing Wintel Dominance—Possible and Probable Scenarios,” is available free of charge. Requests should contain full business contact information.

“We believe that this time the potential threat to the formidable Microsoft-Intel PC duopoly is credible due to a combination of technological discontinuity, major changes in market requirements, and the arsenal of assembled technologies, alliances, and business approaches of another leading firm, IBM,” said Boris Petrov, managing partner of the Petrov Group.

“The biological aspect of the emerging IBM’s cellular computing cascade makes it radically and fundamentally different from the historic 40-year cascade of the Big Iron Age of computing. We believe that IBM has correctly perceived a major opportunity ahead of the industry and for an extended period has been developing all the elements necessary to deliver the solution, including development of a new business model that is unique by its grand scale and reach.

According to Petrov, the next generation of Linux PCs does not need to be powered by an Intel chip, while market shares in large emerging markets may be primarily determined by domestic content. One can envision a situation in which the doors to such markets may be effectively closed to Wintel-based solutions.

“The Power Architecture proliferation strategy execution indicates IBM’s intention to outflank Wintel with Power on Linux. Major parts of this strategy are Power Architecture Technology centers and E&TS design services, including the new Electronic Design Technology Services organization.”

According to Petrov, participants in the computing, consumer electronics, and semiconductor space should reassess their strategic environment and actions required. Annual strategy services and custom strategy consulting, including due diligence, specialized customer interviews, and other areas of corporate importance are core capabilities of the Petrov Group.

The Petrov Group, LLC, is a market research and strategy consulting firm focused on the growth and profitability domains of technology industries. It was formed in 1981 and is renowned for pragmatic business and technology due diligence, always with the highest standards of independence and integrity.

Our services are the result of our own direct, independent work; we are not subsidized by anybody and have no NDAs. For IBM's strategy, technology, and business analyses we have stood alone among market researchers since 1993. Petrov Group's methodology includes development of proprietary business and technology models; several examples are shown on our Web site at www.petrovgroup.com.

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