

URL: <https://stvp.stanford.edu/blog/videos/current-threats-to-the-pc-industry>

Dell describes the PC industry today as a jump ball environment where no company can stay in a strong position for long. The development of wireless networks, miniaturization, and the influence of the internet has changed the competitive landscape of the industry, he says. One of the biggest threats is the changing computing model. To combat this threat, Dell, Inc. is focused on online servers and storage, new online devices, and anticipating shifts in business.



Transcript

I think the biggest threat is: how does the computing model change? And today, if you look at the cell phone and the PDA and the PC and notebooks, desktops, there's a pretty clear distinction among those various product categories.. I think if we look back, five years from now, it won't be nearly as clear how you separate what those products are.. And part of this is happening because of the development of all these wireless networks, miniaturization, things moving online.. And so it changes the whole competitive landscape.. The rate and pace of change in the industry is such that it's always kind of a jump ball environment where companies are not able to hang on to a great position for a super long time.. You've always got to be reinventing what you're doing based on the technology and what's going on.. So we're very focused on, first of all, the cloud and what's in the servers and storage that people access when they go online, what are all the new devices that are coming online, and how do we shift our business to anticipate that and prepare for it?..