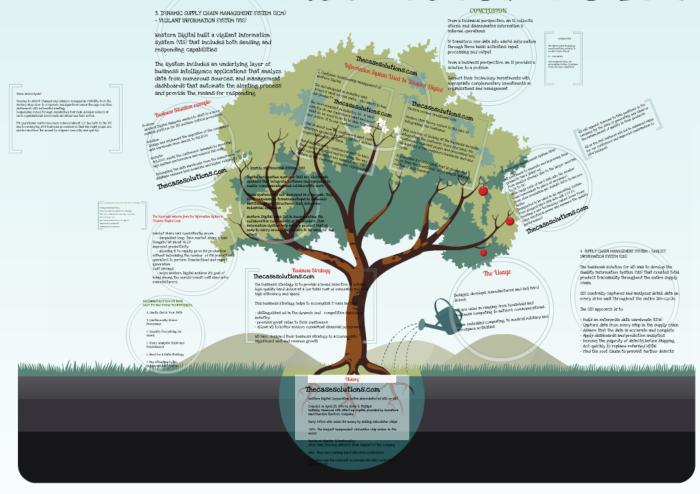
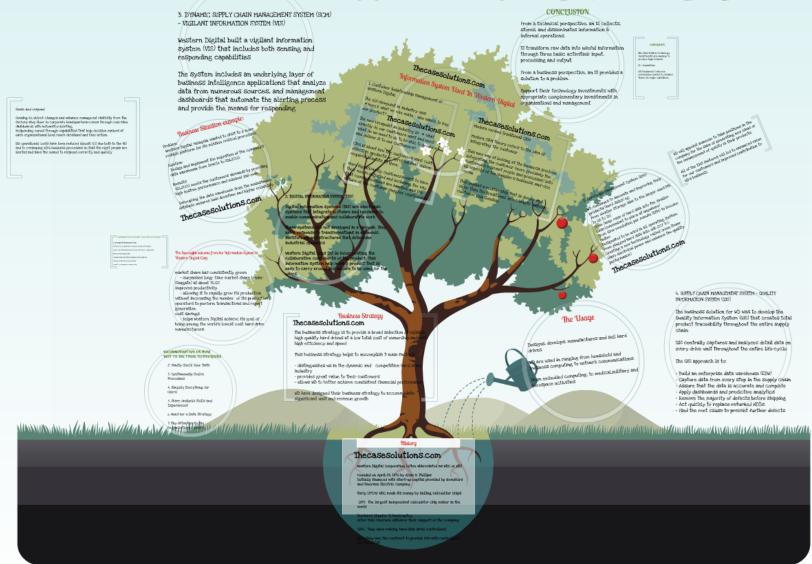
# seagate technology buyout

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### History

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Western Digital Corporation (often abbreviated as WDC or WD)

Founded on April 23, 1970 by Alvin B. Phillips
Initially financed with start-up capital provided by investors
and Emerson Electric Company

Early 1970's: WDC made its money by selling calculator chips

1975: the largest independent calculator chip maker in the world

Declared Chapter 11 bankruptcy
After this, Emerson withdrew their support of the company

### **Business Strategy**

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The business strategy is to provide a broad selection of reliable, high quality hard drives at a low total cost of ownership and with high efficiency and speed

This business strategy helps to accomplish 3 main factors:

- distinguishes us in the dynamic and competitive hard drive industry
- provides great value to their customers
- allows WD to better achieve consistent financial performance

WD have designed their business strategy to accommodate significant unit and revenue growth

### Business Situation example:

#### Problem:

Western Digital Malaysia wanted to shift to a more reliable platform for its mission critical processes.

#### Solution:

Design and implement the migration of the company's data warehouse from Oracle to SQL2000.

#### Results:

SQL2000 meets the customers' demands by providing high system performance and minimal fail-over.

Decoupling the data warehouse from the mainstream database ensures less downtime and higher reliability.

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## Information System Used In Western Digital

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Modern versus Traditiona

Modern CRM theory refer integrating the custome:

This new way of looking a integrating the custome: customer's relevant peop all aspects of the supplie versa.

This implies a relationshi

1. Customer Relationship Management of Western Digital

The old viewpoint in industry was:

\*'Here's what we can make - who wants to buy

our product?

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The new viewpoint in industry is: \* 'what exactly do our customers want and need?' \* 'what do we need to do to be able to produce and deliver it to our customers?'

CRM is about how the customers want costeffective products or services that deliver required benefits to them.

More significantly, customers want to have their needs satisfied and including the way that communications are handled, and the nature of the customer-supplier relationship. Mo

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Modern versus Traditional CRM

Modern CRM theory refers to the idea of integrating the customer

This new way of looking at the business involves integrating the customer (more precisely the customer's relevant people and processes) into all aspects of the supplier's business, and vice versa.

This implies a relationship that is deeper and wider than the traditional 'arms-length' supplier-customer relationship.

2. Knowledge Management System (KMS)

WD continues to innovate and improving their products (hard disks) eg:

From smaller storage size to the larger ones.(MB) to GB to TB)

From large case of hard disk into the smaller case.(convenient to place at anywhere)
From slow revolution per minute (RPM) to become faster.

Designated to be used in all operating system. From plugged hard disk into usb 2.0/3.0. Creating a new technology called Green Power (save electrical power and enhance the quality performance)

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