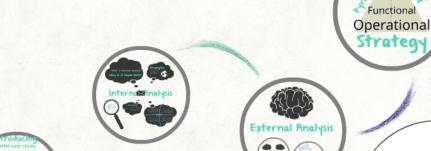




System on a Chip 2008: Ardentec Corporation



Thecasesolutions.com

Sam Dylan Richard Antoni



## System on a Chip 2008: Ardentec Corporation









Thecasesolutions.com



### Intel case study

Thecasesolutions.com
Sam Dylan
Richard Antoni



Thecasesolutions.com

#### Overview



- History
- Mission, Vision & Value
- · Internal Analysis
  - External Analysis
  - Business Level Strategies







### Thecasesolutions.com

How can you build your own success story?

And how can you manage it strategically in a long term perspective ?



### Thecasesolutions.com

### Overview



- History
- Mission, Vision & Value



- Internal Analysis
- External Analysis
- Business Level Strategies







### Thecasesolutions.com

HISTOY

- · American multinational corporation headquartered in santa clara, california
- Founded on july 18 1968
- Robert Noyce, Gordon Moore & andrew Grove
- Inventor of the X86 microprocessors
- · created the world's first commercial microprocessor chip in 1971
- 61st company more valuable in the world
- 2013 Revenue: US\$ 52 billion

### Vision

### Thecasesolutions.com

Definition:

Vision is a picture of what the firm wants to be, and in broad terms, what it wants to ultimately achieve

#### Description:

"Our global workforce possesses a unique set of experiences and abilities that are critical to our success. And their passion for innovation helps us maintain our role as a technology leader. We must therefore respect the viewpoints of all our people and honour the values of discipline, quality, and risk-taking that our company was built on."

# Vision Thecasesolutions.com

#### **Analysis:**

- unique set of Experiences
- Innovation
- technology leader
- respect the viewpoints of all our people
- · values of discipline, quality, and risk-taking

### Mission

Definition: Thecasesolutions.com

The mission statement of a firm focuses on its present business purpose - "who we are and what we do"

Current product and service offerings
Customer needs being served
Technological and business capabilities
The values underlying company's actions