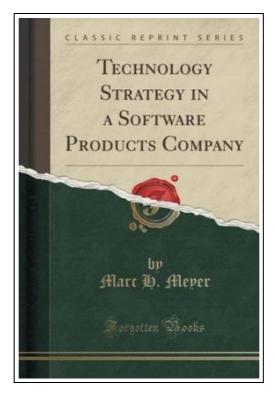
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Forgotten Books, 2017. Paperback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Excerpt from Technology Strategy in a Software Products Company The first step of the research was to map the company s Unix product family. We stated that a product family is defined as a set of products that share common core technology and address a related set of market applications. This can be validated for a group of products by applying the technology and market newness criteria proposed by Meyer and Roberts The commonality of technologies and markets leads to efficiency and effectiveness in manufacturing, distribution, and service, where the firm tailors each general resource or capability to the needs of specific products and niches. The technological foundation of the product family is the product platform. A platform is the physical implementation of a technical design that serves as the base architecture for a series of derivative products. Working with three company founders, we proceeded to map the product family of the company under study, identifying its platform versions and follow-on products with an approach adapted from work on assembled products. A number of authors have stressed the importance of managing the evolution and renewal of product architecture for sustained competitive success [5, 18] The architecture of a product refers to its overall design concept. Different architectures result in variation with respect to product functionality, cost, quality and performance. Architectures are both a basis for product innovation and a constraint on the variety of product versions that can be offered. For example, Intel and Motorola have competed for years in supplying computer chips for personal computers. [bm aligned with the Intel architecture (chips designated 8086, 80286, 80386, 80486,...



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