

Wind River Systems Questions

- Send email to niraj@eecs.berkeley.edu and keutzer@eecs.berkeley.edu by 8AM Wednesday (10/15)
- Subject line on the email should be: 290T Homework #7
- Simply include answers as plain text in email, make sure your name is in the email
- Please use bullets and phrases, but be prepared to articulate and defend your answer well
- Background questions to think about, but will be answered in class on Monday
 - A. What are WRS core competencies?
 - B. What is the profile of Wind River Systems customers? What is their pain? What do they want?
 - C. What are the key features of a real-time operating system? How do they fulfill the customer's needs? What other key customer needs does WRS satisfy?
- Homework questions for Wednesday
 1. Prepare a SWOT (strengths, weaknesses, opportunities, threats) chart for WRS top five competitors today.
 2. In March 2001, WRS CEO Tom St. Denis calls you late one Saturday. He has a conference call with industry analysts on Monday. He wants you to draft a justification of the acquisition of ISI that addresses both customer and wall street concerns
 3. In August 2002, WRS CEO Tom St. Denis calls you late one Saturday. He has a conference call with industry analysts on Monday. He wants you to draft a justification of the acquisition of the companies new vertical strategy that addresses both customer and wall street concerns
 4. In December 2002, WRS CEO Tom St. Denis calls you late one Saturday (why does it always have to be Saturday?). You did a great job on preparing the positioning last August, can you help him prepare a positioning explaining the benefits to customers (and to wall street) for the Enterprise Platform Initiative? You need to be sure to address both customer needs and wall street concerns.
 5. Bonus: What emerging market trend most threatens WRS position as leader in RTOS for embedded systems?