



Schnitger Corporation

Strategic Discovery – Market Research

Sustaining Competitive Advantage

Monica Schnitger

President, Schnitger Corp.

monica@schnitgercorp.com

Focus shifted
from growth

INTEL CORPORATION		
CONSOLIDATED CONDENSED STATEMENTS OF INCOME (Unaudited)		
	Three Months Ended	
	March 28, 2009	March 29, 2008
(In Millions, Except Per Share Amounts)		
Net revenue	\$ 7,145	\$ 9,673
Cost of sales	3,907	4,466
Gross margin	3,238	5,207
Research and development	1,317	1,467
Marketing, general and administrative	1,200	1,349
Restructuring and asset impairment charges	74	329
Operating expenses	2,591	3,145
Operating income	647	2,062
Gains (losses) on equity method investments, net	(72)	(52)
Gains (losses) on other equity investments, net	(41)	(7)
Interest and other, net	95	168
Income before taxes	629	2,171
Provision for taxes	—	728
Net income	\$ 629	\$ 1,443
Basic earnings per common share	\$ 0.11	\$ 0.25

Focus shifted
from growth

to survival

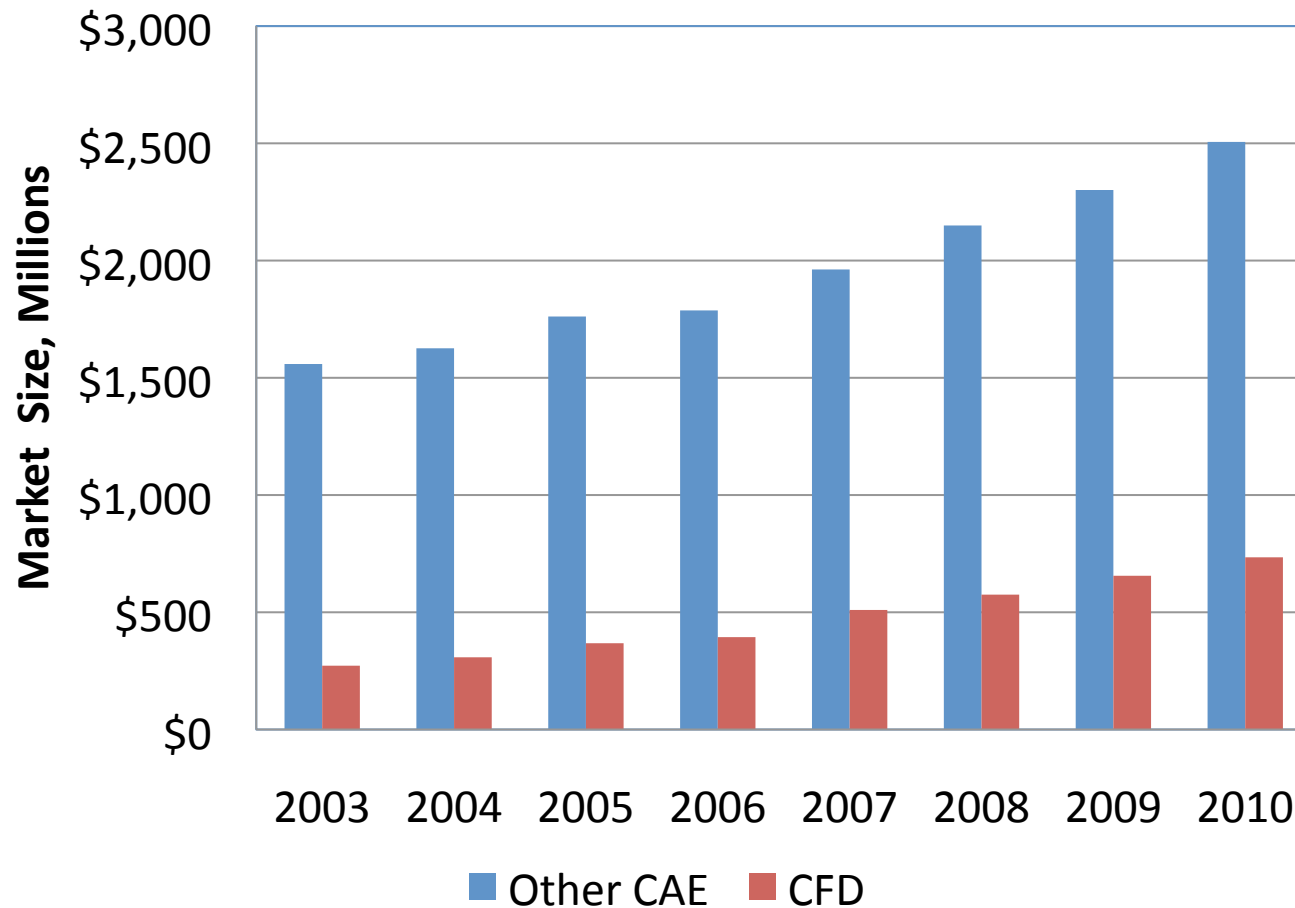
INTEL CORPORATION
CONSOLIDATED CONDENSED STATEMENTS OF INCOME (Unaudited)

	Three Months Ended	
	March 28, 2009	March 29, 2008
<u>(In Millions, Except Per Share Amounts)</u>		
Net revenue	\$ 7,145	\$ 9,673
Cost of sales	3,907	4,466
Gross margin	3,238	5,207
Research and development	1,317	1,467
Marketing, general and administrative	1,200	1,349
Restructuring and asset impairment charges	74	329
Operating expenses	2,591	3,145
Operating income	647	2,062
Gains (losses) on equity method investments, net	(72)	(52)
Gains (losses) on other equity investments, net	(41)	(7)
Interest and other, net	95	168
Income before taxes	629	2,171
Provision for taxes		728
Net income	\$ 629	\$ 1,443
Basic earnings per common share	\$ 0.11	\$ 0.25

CAE enables us to try out a product at very low cost – creating or sustaining our competitive advantage

image: Scott Lidell

CAE Market Growth Shows Steady Adoption



The Top 5:
Getting the
most from your
CAE investment



5

- Test track
- Full-scale

Build and
break

Bench

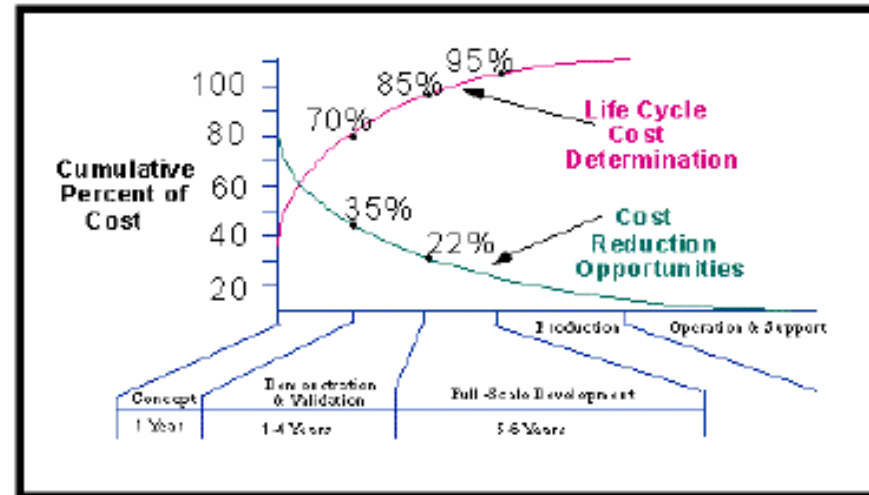
- Component
- Scaled

- Simplified
- Full-scale

Math

4

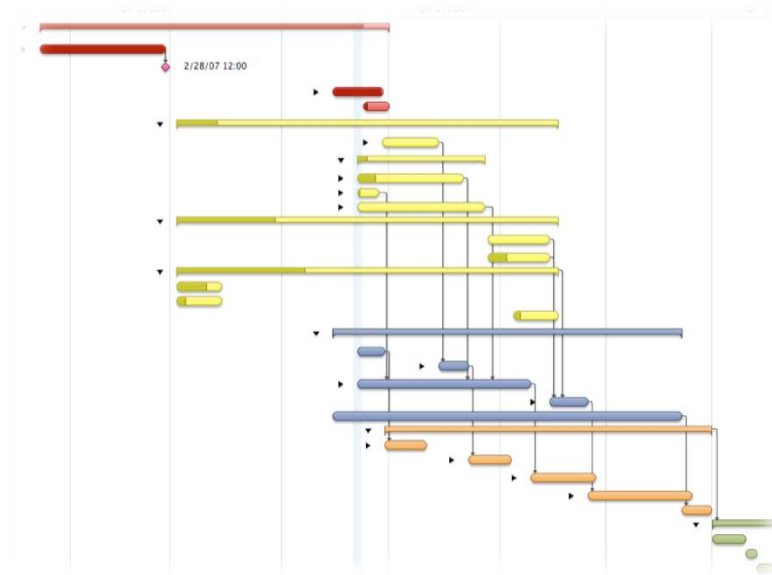
Frontload design evaluations



Too much
of the cost of developing
and maintaining the product is
locked in before anything material is known

3

Realign the process



so that CAE and design run in parallel with frequent minor builds. Get to the point where design and analysis can actually iterate.

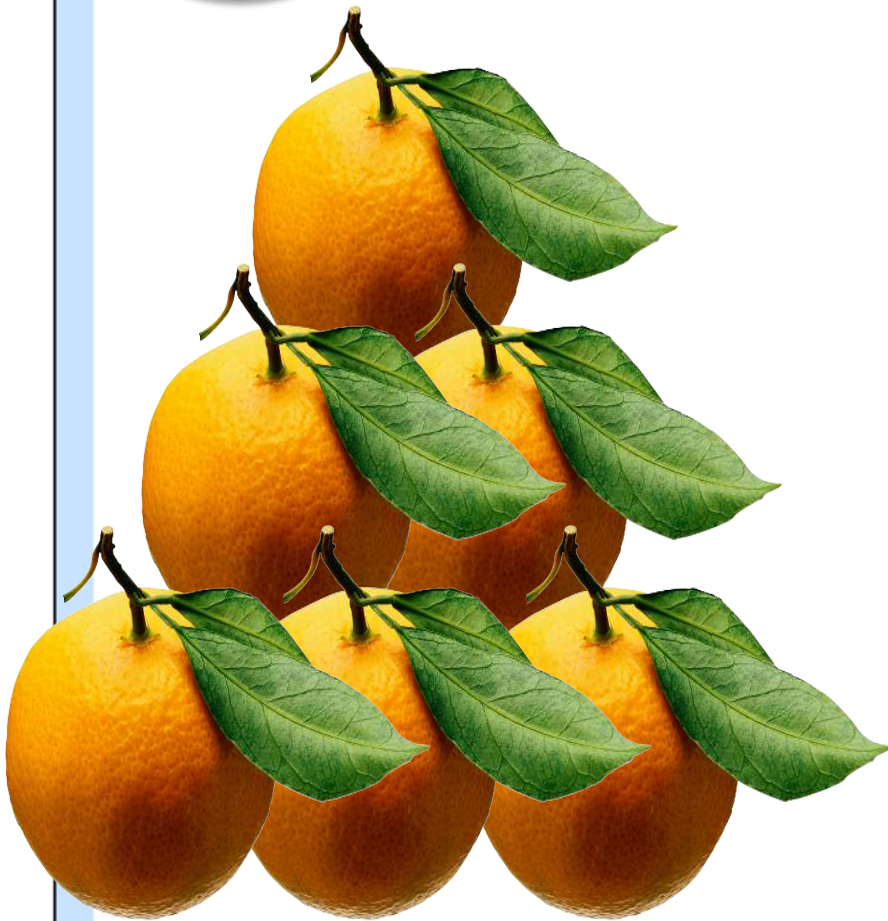
2

Rethink how tasks are assigned

The vast majority of tasks are routine

➤ assign to generalists

Save your specialists for high-value tasks and mentoring junior analysts



1

Challenge your IT partners

Learn
best practices
hardware optimization
tips and tricks ...

Demand
technical excellence
support
training ...



Getting the
most from your
CAE investment

Redesign the
design process

Challenge your
IT partners



Thank you!

Monica Schnitger
President, Schnitger Corp.
monica@schnitgercorp.com