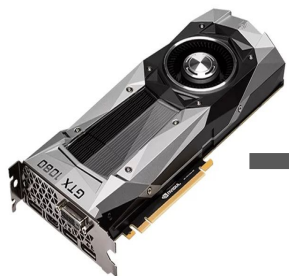




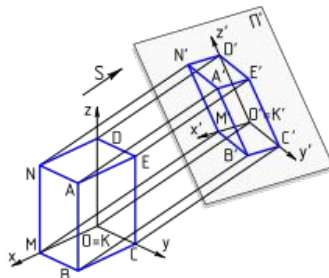
How can a mainly B2B2C company
improve its B2B brand ?



Camera Projection:

$$\begin{bmatrix} x \\ y \\ z \\ 1 \end{bmatrix} = \begin{bmatrix} \frac{f + pX}{2 + sX} & s & 0 & 0 \\ 0 & \frac{f + pY}{2 + sY} & 0 & 0 \\ 0 & -1 & 1 & 0 \\ 0 & 0 & 0 & 1 \end{bmatrix} \begin{bmatrix} 1 & 0 & 0 \\ 0 & \cos(\text{rot}X) & -\sin(\text{rot}X) \\ 0 & \sin(\text{rot}X) & \cos(\text{rot}X) \\ 0 & 0 & 0 & 1 \end{bmatrix} \begin{bmatrix} \cos(\text{rot}Y) & \sin(\text{rot}Y) & 0 & 0 \\ 0 & 1 & 0 & 0 \\ -\sin(\text{rot}Y) & \cos(\text{rot}Y) & 1 & 0 \\ 0 & 0 & 0 & 1 \end{bmatrix} \begin{bmatrix} \cos(\text{rot}Z) & -\sin(\text{rot}Z) & 0 & 0 \\ \sin(\text{rot}Z) & \cos(\text{rot}Z) & 0 & 0 \\ 0 & 0 & 1 & 0 \\ 0 & 0 & 0 & 1 \end{bmatrix} \begin{bmatrix} 1 & 0 & 0 & -\text{loc}X \\ 0 & 1 & 0 & -\text{loc}Y \\ 0 & 0 & 1 & -\text{loc}Z \\ 0 & 0 & 0 & 1 \end{bmatrix} \begin{bmatrix} X \\ Y \\ Z \\ 1 \end{bmatrix}$$

$X, Y, Z \dots$ 3d world coordinates (in world units)
 $\text{loc}X, \text{loc}Y, \text{loc}Z \dots$ camera translation (in world units)
 $\text{rot}X, \text{rot}Y, \text{rot}Z \dots$ camera rotation (in radian $\rightarrow 2\pi = 360^\circ$)
 $pX, pY \dots$ image resolution (in Pixel)
 $sX, sY \dots$ sensor size (in world units)
 $f \dots$ focal length
 $s \dots$ skew
 $x, y, z \dots$ 2d image coordinates

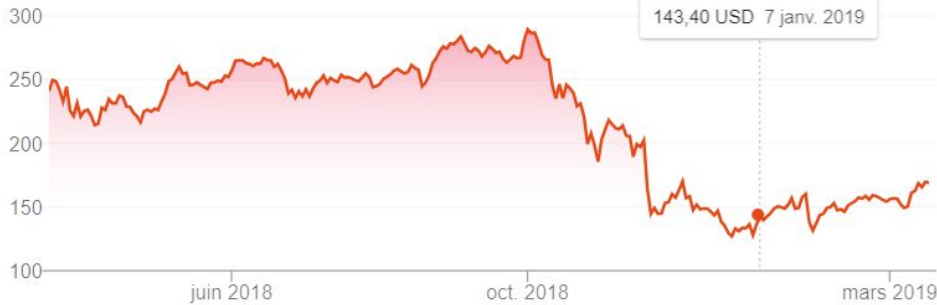


BIG DATA

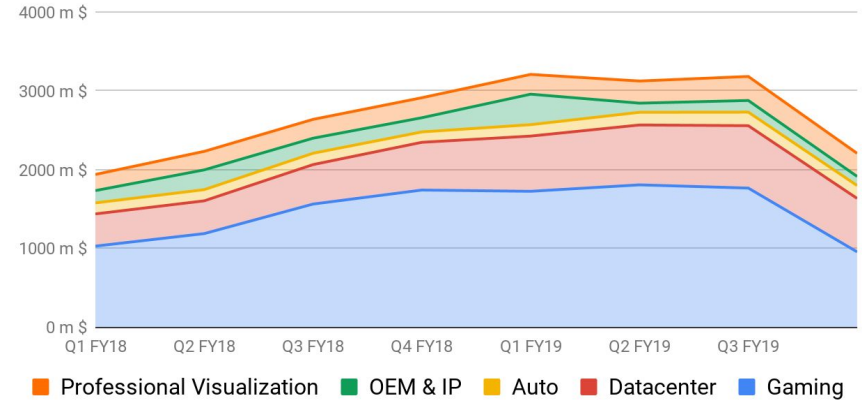
Problem Overview: “The Bust of Cryptocurrencies”

174,72 USD +5,77 (3,41 %) ↑
19 mars à 10:09 UTC-4 · Clause de non-responsabilité

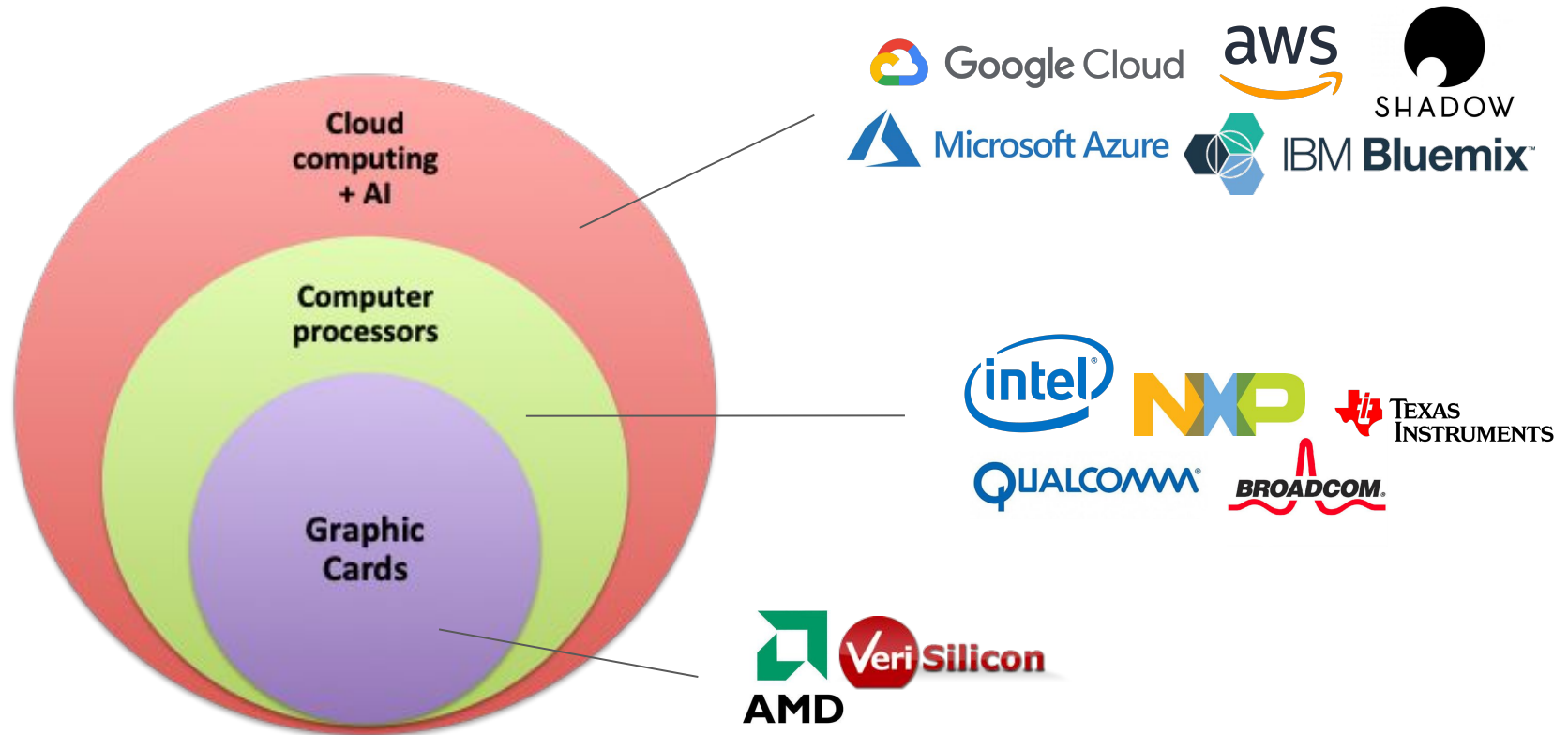
Nvidia
NASDAQ: NVDA



Nvidia's sales per product category



3 Levels of Competition: Battle for Relevance in B2B



Nvidia is at prey to a new paradigm

Strengths

- Reference for gaming (B2C)
- Powerful softwares
- Strong brand image & Fanbase (B2C)
- Investing power.

Weaknesses

- Viewed as unnecessarily expensive: *“The Apple of GPUs”*
- Moore’s law slow down. Hardware innovations become less frequent and less impactful

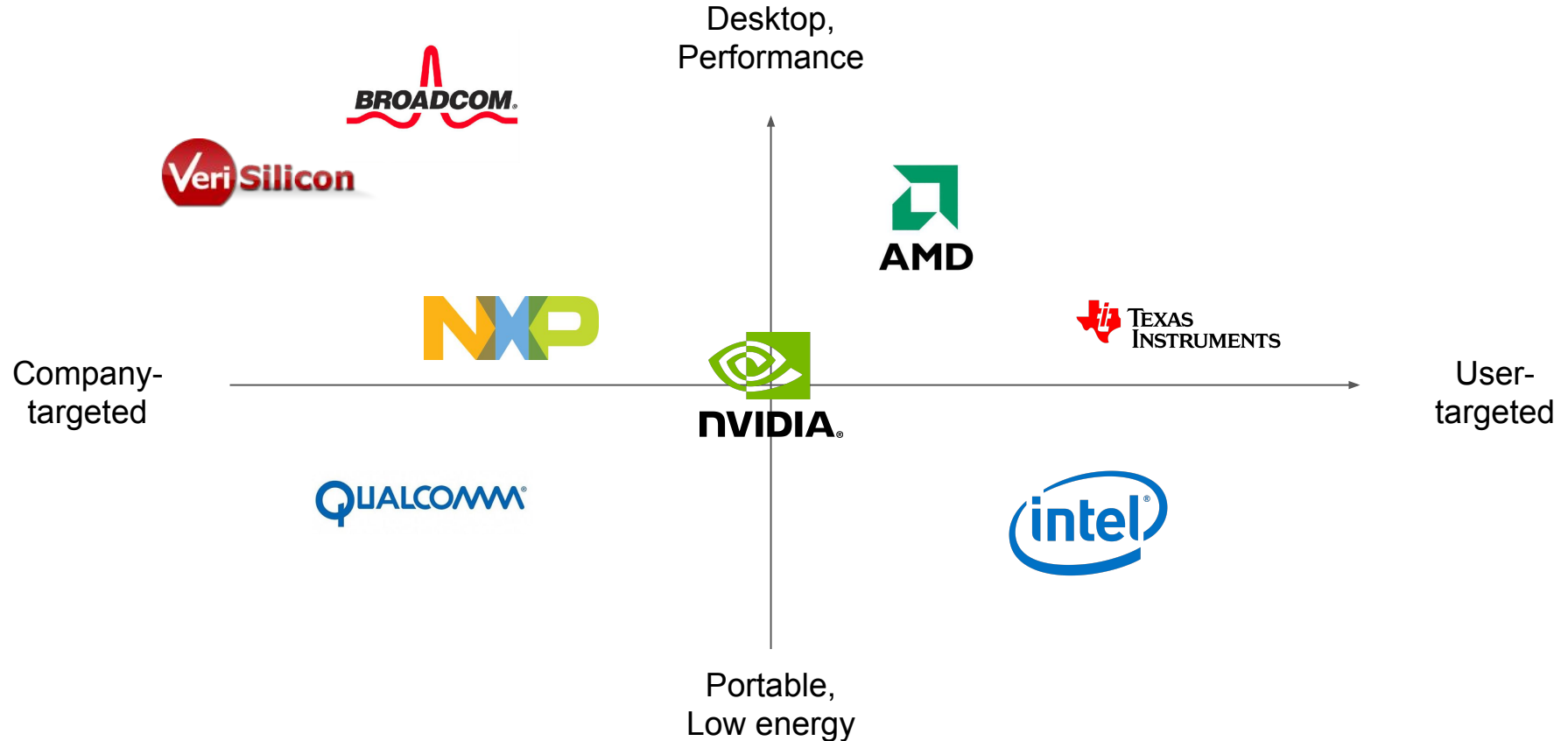
Opportunities

- GPU’s use for data science
- Autonomous vehicle industry
- Strategic M&A operations

Threats

- Intel’s foray into graphics chip market
- Dedicated GPU might become irrelevant on the long run
- Chinese economy slow down & burst of the crypto bubble

Nvidia is the market leader



Marketing mix analysis

Product

Promotion

Place

Price

B2B Services:

- Data Center
- Auto
- OEM

Advertisements:

- Commercials
- Users

B2B2C Services:

- Gaming
- OEM

Social Responsibility:

- Advancing research and technology
- Foundation programs

- Worldwide distribution
- Online retailers
- Already in computers
- OEM

- High-end
- Mid-range
- Competitive advantage over new entrants

Brand analysis

Tangible Values: Top-of-the-line processing power, high-speed graphics

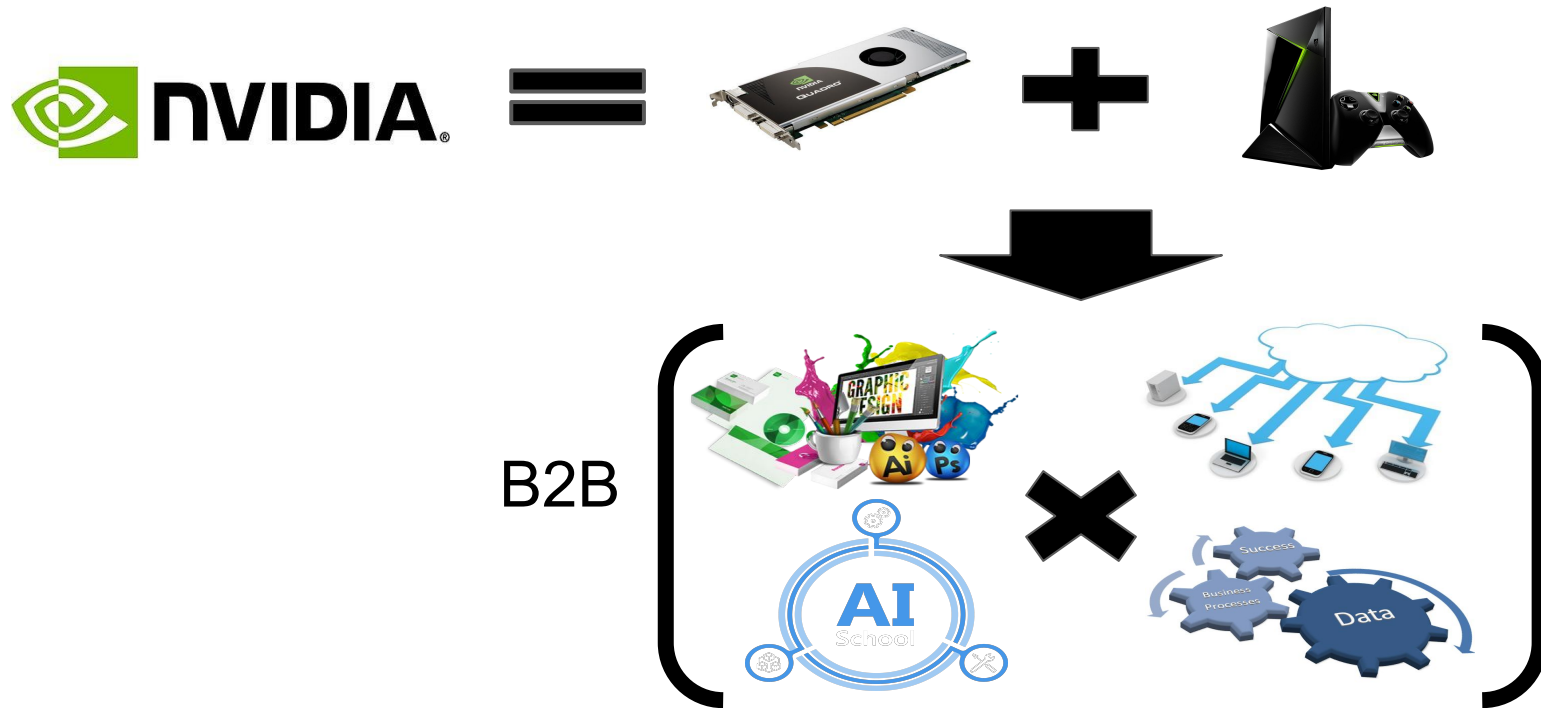
Intangible Values: Creativity, reliability

Invidia - Looking upon; envy; intense gaze

“The palette’s spectrum reflects the cutting-edge, exciting, and precise products and technologies that NVIDIA offers to consumers.”



Recommendation 1: Strategic Re-branding



Strategic Re-branding for B2B

CORPORATE	PROFESSIONAL	CONSUMER
Non-product-related communications	Quadro Tesla	GeForce 3D Vision Tegra
White	Black	NVIDIA Green
		

DELL EMC

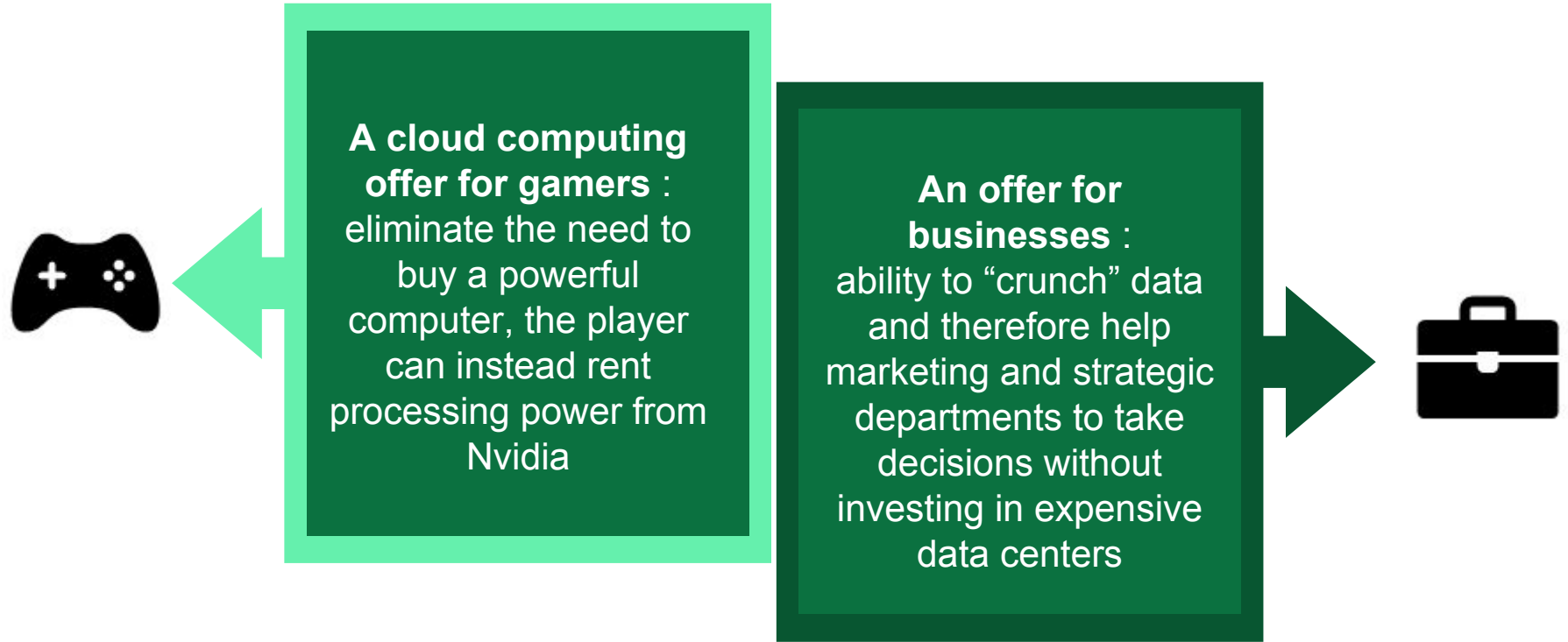
aws

Azure

Brand image issue:

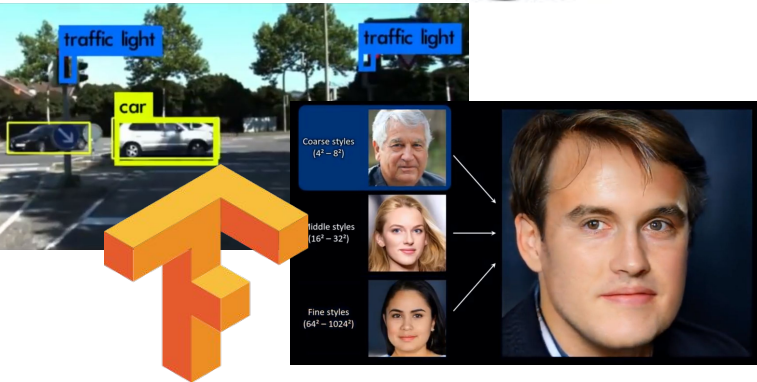
GeForce, Quadro, Tegra -> belie clear function

Focus on “Cloud computing”* with 2 products

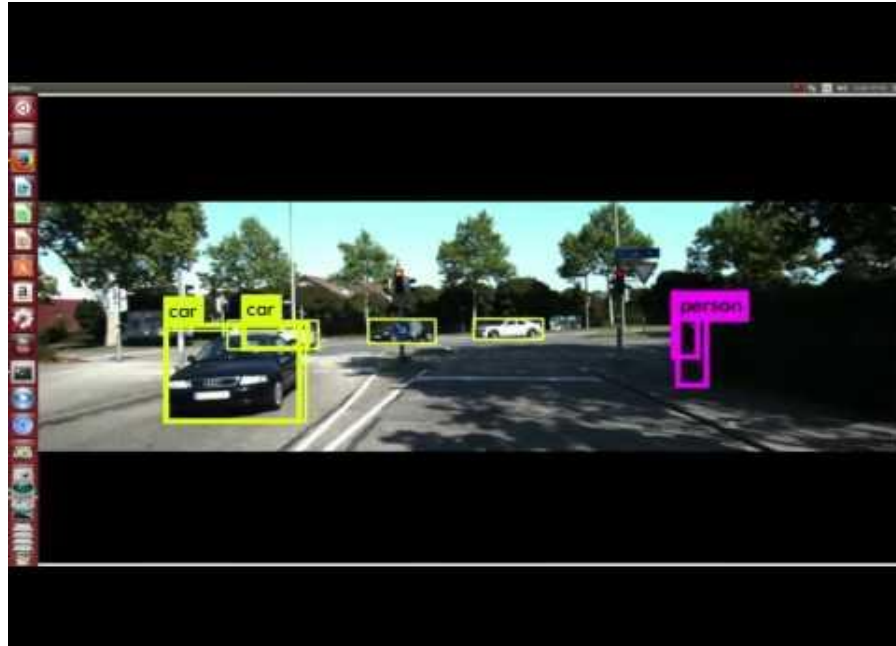


**using a network of remote servers hosted on the Internet to store, manage, and process data, rather than a local server or a personal computer.*

Incentivize startups to use low-cost Nvidia tech, but one that only runs well with Nvidia chips



Use cases : real-time object detection and face generation





Thank you :)



Appendix 1

RANK	COMPANY	LEADERSHIP	CEO SCORE	EMPLOYEES	TOTAL FUNDING	REVENUE
		 Jen-Hsun Huang President & CEO	95/100	13,277	\$42M	\$11.7B
1		 Lisa Su President & CEO	70/100	10,100	\$7.9M	\$6.5B
2		 Robert H. Swan CEO	88/100	107,400	\$6.8M	\$70.8B
3		 Richard L. Clemmer President & CEO	58/100	30,100	\$476M	\$9.3B
4		 Steve Mollenkopf CEO	57/100	35,400	\$53M	\$21.5B
5		 Richard K Templeton Chairman & CEO	81/100	29,888	--	\$15.8B
6		 Hock E. Tan President & CEO	66/100	14,000	\$78.1M	\$19.6B

Appendix 2

🔍0🛒👤

PLATFORMS ▾ DEVELOPERS ▾ INDUSTRIES ▾ SHOP DRIVERS ▾ SUPPORT ABOUT NVIDIA ▾

NVIDIA T4. Accelerating the world's leading enterprise servers.

LEARN MORE



SHOP



GeForce RTX 2060

RTX. It's On.



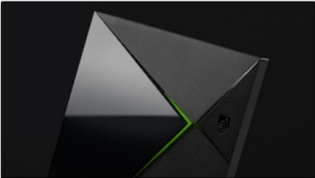
Introducing Jetson Nano

Tiny, yet mighty. Just \$99. NVIDIA CUDA X AI computer runs all AI models.



TITAN RTX

Get the fastest PC computing experience for AI, deep learning, machine learning, and content creation.



SHIELD TV Smart Home Edition

The most 4K entertainment. World-class performance. Smart Home ready with the Google Assistant and SmartThings Link.



Appendix 3



1888



1891



1911



1924



1946



1956



1972

Appendix 4

Nvidia nurses 'crypto hangover' as demand for mining chips evaporates

<https://www.cnbc.com/.../nvidia-nurses-crypto-hangover-as-demand-for-mining-chips...> ▼

Nov 16, 2018 - **Nvidia** CEO says cryptocurrency "mining" will likely add "no ... But that has all but dried up as **bitcoin** and other cryptocurrencies' prices ...

Nvidia Stock Plunges as Chip Sales Plunge With Bitcoin Prices ...

<https://cryptoslate.com/nvidia-stock-plunges-as-chip-sales-plunge-with-bitcoin-prices/> ▼

Nov 17, 2018 - After a stellar rise in business over the last year due to the cryptocurrency boom, chipmaker **Nvidia's** optimistic figures for graphics card demand ...

Nvidia Faces Class Action Lawsuit Over Losses After Diminished ...

<https://cointelegraph.com/.../nvidia-faces-class-action-lawsuit-over-losses-after-diminis...> ▼

Dec 29, 2018 - Graphics processing unit (GPU) producer **Nvidia** is facing a class action lawsuit over the losses reported by the company when lower crypto prices diminished demand for GPUs by miners. ... "Any drop off in demand for its GPUs amongst cryptocurrency miners would not negatively impact ...

World's Largest Chip Manufacturer Nvidia Hurting From Bitcoin Price Fall

<https://ethereumworldnews.com/nvidia-bitcoin-mining-cryptocurrency-2018/> ▼

Nov 17, 2018 - **Bitcoin (BTC)**, Cryptocurrency, **Nvidia**—While investors are still reeling from this week's cryptocurrency price fall, which saw billions shed from ...

Nvidia impacté par la chute du Bitcoin - Clubic

<https://www.clubic.com/...nvidia/actualite-847877-nvidia-touche-ch...> ▼ [Translate this page](#)

Nov 27, 2018 - Alors que la valeur du **Bitcoin** continue de dégringoler de jour en jour et que de nombreux miners débranchent leur machine, l'action en bourse ...

GPU Manufacturing Giant Nvidia Leaves Crypto Mining - Bitcoin News

<https://news.bitcoin.com/gpu-manufacturing-giant-nvidia-leaves-crypto-mining/> ▼

Aug 23, 2018 - Whether it's the industry losing steam or the simple fact **Nvidia** was beaten, the GPU and semiconductor player has officially packed its bags.

Appendix 5



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