
Subject: Re: Expecting Phone Call from Oprah
Posted by [Struan Gray](#) on Tue, 23 Oct 2001 14:07:59 GMT
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Joseph B. Gurman, gurman@crosslink.net writes:

- > Sorry, David, but this is a boneheaded business
- > decision, since the attraction of IDL in the scientific
- > community is at least as much its cross-platform portability
- > as its versatility for the individual user.

It's boneheaded if you think you're in the business of selling a computer language and application development environment. It's much less boneheaded if you want to make money selling turnkey solutions and ready-made applications to users who will never write their own routines. My impression is that RSI is now going after this second sort of customer, having originally been aimed at the first. The press release announcing Scally's appointment as CEO is littered with clues to this effect: they want David and Ron K's business.

I agree with David that this looks very much like a 'big business' decision, and although I believe the RSI folks when they say this was not a Kodak imposition, it is exactly how Kodak has behaved when pulling out of various niche photographic markets in the last few years. The question is not whether supporting the niche users is profitable, but whether you would make even more money supporting someone else. It's a bit like the armchair investor who pours his whole life savings into last year's top stock.

Struan
