

## **Who Decides On a Processor? Quantum Microprocessor Selection**

*While I was Director of Systems Engineering at Quantum, I looked into changing the hardware of the microprocessor we were using for the embedded computing in the hard disk drives. I engaged a consultant to evaluate a variety of microprocessors with regard to suitability, ease of maintenance, and availability of firmware development tools (the primary area in which I thought we could do better). The consultant recommended an ARM processor, a design that was stable and available for embedding in an ASIC. When I passed this information on to the people responsible for purchasing, however, I learned that the choice of processor was not open to negotiation. Our manufacturing partner in Japan had a close relationship with the vendor of the existing processor and our partner did not want to give that up and develop a new relationship with some other vendor.*

*If selecting a new microprocessor had been a critical step for modernizing the disk drive electronics, this inflexibility could have caused a lot of trouble for Quantum. Watch for this kind of inflexibility in your organization.*

From Chapter 1 of  
**Get Out of the Way!**  
How to Manage Development  
of Timely, Innovative, and Relevant Products  
by John V. Levy, Ph.D.