

MSS: Where Did We Lose and Why?

- 1. Channel:** Insufficient CPU supply in 1H'05; insufficient chipsets in 2H'05; insufficient motherboard supply
- 2. Consumer (retail):** Impacted by chipset supply in 2H'05
- 3. Servers:** Inadequate roadmap

2005 supply impacted customers

Win-backs gradually picking up momentum

Aided by leadership technology in 2H'06

