
Thursday, May 19, 2016 - 1:45pm

How ?One Thing? Made National Instruments Into a Billion-Dollar Company

Forty years after starting National Instruments Corp., co-founder James Truchard can trace the company’s vast success back to a single idea. In 1976, while developing automated equipment for a sonar application, Truchard and his small engineering team at the University of Texas saw a need for an interface between test instruments and computers. Their solution -- a general purpose interface bus (GPIB) -- gradually evolved into the cornerstone of a business.

?The main thing we carried with us was a new way of doing instruments,? Truchard told Design News. ?It was a singular idea -- the one thing that all of our future decisions were vetted against.? Today, Truchard looks back on it and draws a parallel to the 2013 book, ?The One Thing: The Surprisingly Simple Truth Behind Extraordinary Results.? National Instruments' initial concept was a small domino that knocked over bigger dominoes, he said. In 2014, the singular idea resulted in $1.24 billion in revenue based on business in 50 countries.

Read More [2]...
Source URL: http://www.ece.utexas.edu/alumni/news/texas-ece-alumnus-james-truchard-how-%E2%80%98one-thing%E2%80%99-made-national-instruments-billion

Links