



Component Price Tracker (CPT)™ is an annual service that provides current pricing and price forecasts across the three major global regions for high-volume, multi-sourced electronic components. The iSuppli Component Price Tracker examines the most representative part descriptions per component group on a monthly basis. It uniquely affords consistent and accurate pricing information by analyzing thousands of global pricing data points for key components. Clients utilize CPT market pricing and forecast visibility to validate pricing and ensure continuity of supply at market competitive prices.

CPT Part Descriptions	Historical				Forecast			
	Q210	Q310	Q410	Q111	Q211	Q311	Q411	Q112
Analog-Monolithic	2.9	3.7	4.0	3.6	0.9	0.8	0.8	0.7
Amplifier/Comparator	3.3	3.5	3.5	3.5	0.8	0.7	0.8	0.8

Summary Report

The CPT Summary Report includes highlights by component group such as an analysis of the current pricing environment and an examination of changes and trends since the previous Monthly Pricing Report

Analysis Report

Provides maximum flexibility to allow users to quickly review historical and future pricing trends in various report formats (pricing data, percent change, cumulative percent change, and reference period percent change) at the part description or commodity group level

User Interface

Delivered online via a secure iLibrary account, CPT allows for the instant display of multiple or single regions and pricing types and includes downloadable tabular pricing data and part descriptions, relevant MPNs and contract volumes referenced

Commodity Coverage

- Discrete
- Frequency Control
- LEDs
- Logic
- Memory
- Passives/Interconnect

Key Issues Addressed

- Are my component costs in line with current and forecasted market pricing?
- Can I improve my regional sourcing of components from electronic components manufacturers to take advantage of tactical price swings?
- Is there any way suppliers can improve the industry's product mix issues?
- What procurement/supply strategies should vendors and buyers pursue?

Applicable To

- OEMs
 - Procurement
 - Market Research
- Component Manufacturers
 - Marketing
 - Product Management
- ODMs/EMS
 - Strategic Purchasing
- Financial Community

Lead Analyst

Rick Pierson, Senior Analyst

Leading iSuppli Corp.'s Component Price Tracking (CPT) Service, Rick is responsible for leading, creating and delivering research and analysis on the electronics components market. Rick delivers business analysis and actionable advice to the suppliers and buyers of electronic components used across the electronics value chain.

Rick carries with him 21 years of combined experience in the semiconductor industry with an extensive background in semiconductor product manufacturing.

Most recently, Rick was with International Rectifier (IR) for 19 years serving as the company's Senior Business Development Manager for the Americas. In his capacity at IR, Rick lead demand-creation, sales support, project management, marketing and communications for bare die sales in the Americas. Rick was also responsible for the most profitable new business accounts, bringing in national as well as international clients with above-average margin incremental revenues.

Prior to being the Senior Business Development Manager, Rick was the Global Manager for Technical Assistance Centers at IR. In this capacity, Rick implemented and managed the company's Global Technical Assistance Center establishing standard operating procedures and managing personnel in multiple time zones.

Commodity Coverage

Each component group is built up from part descriptions that drive that commodity. Product mix is updated every six months with collaborations among iSuppli analysts, CPT clients and survey participants.

Analysis Reports

Created to provide clients maximum flexibility to quickly review CPT commodity trends and take action.

- Four standard analysis options:
 - Pricing data
 - Percent change
 - Cumulative percent change
 - Reference period percent change
- Review analysis based on Market High, Market Price or Market Low Price
- Review historical data 1-12 months back
- Include client survey points in any analysis report and graph
- Review pricing trends aggregated at the sub-commodity and commodity levels
- Group CPT part descriptions to customize a representative commodity to client's commodities