Design Activity Tool (DAT)™

How to Increase Your Global Influence

By Min-Sun Moon, Senior Analyst

Lead Analyst

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At iSuppli, Min-Sun is responsible for the Semiconductor Spend Analysis tool and the Design Activity Tool (DAT)™.

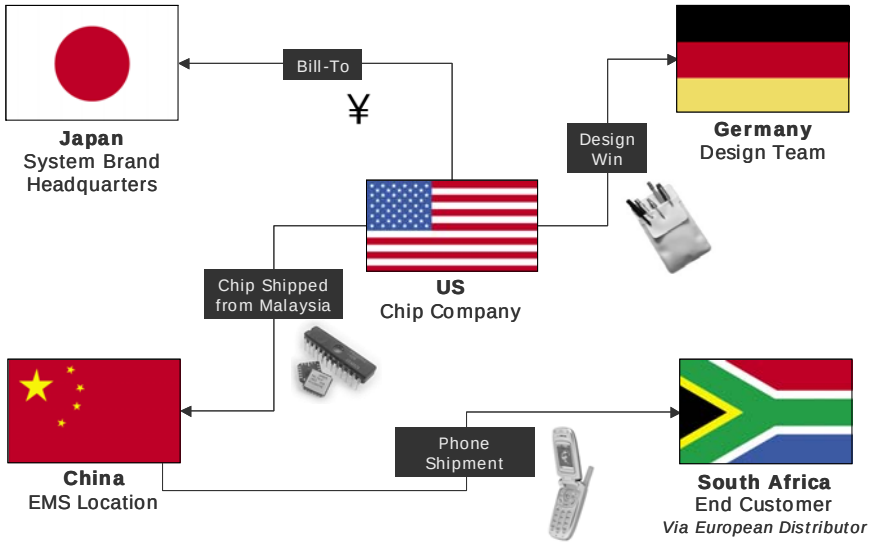
Prior to joining iSuppli, Min-Sun was an international sales and marketing manager at DAWIN Technology, a semiconductor design firm based in Seoul, where she developed international marketing strategies, conducted sales activities with international semiconductor and electronics customers, and worked with semiconductor manufacturers. Min-Sun was also a senior business consultant at SourceBlue Consulting and a network engineer at Schlumberger Network Solutions.

Min-Sun earned a Bachelor of Science degree in Mathematics from Chosun University in Korea and a Master of Business Administration degree from the University of Houston.

Knowing where the engineering teams are designing systems and making semiconductor selections is critical to prioritizing resources for winning business. This semi-annual database tool from iSuppli is the only research available that examines system design activities for semiconductors by the top 186 global OEMs at the regional and country level.

As the iSuppli OEM Semiconductor Spend Analysis Tool helps you resource for "keeping and servicing" the customer, the Design Activity Tool helps you win the customer's business.

Design Activity Tool provides two databases, Design Influence database and R&D Center database.



Critical Questions Answered

- Where in the world do the top OEMs have their systems designed?
- How much semiconductor business by application and by device type can be attributed to design decisions in a particular country or region?
- How many "design-win" resources do I assign to a particular account, country, or region?
- On which countries should we focus our advertising budget?

Who Should Use This Tool?

- Semiconductor Suppliers
  - Marketing & sales, strategy teams
- Reps, Distributors, Electronic Design Automation
  - Marketing
- Design firms-Sales and Marketing
- Electronic Design Automation Firms

1700 E. Walnut Avenue El Segundo CA 90245 | Telephone +1.310.524.4007 | Email: info@isuppli.com

Design Activity Tool (DAT)™

iSuppli

Methodology

iSuppli analysts employ a two step "Model and Validate" process to determine the levels of regional design influence for each Brand/OEM.

- We first create regional design activity estimates by application for each company. The estimates are compiled from various secondary sources that give indication of who is doing what in a country.
- The "validate" step includes a primary research survey of the OEMs themselves and their supply chain participants.
- This data is then correlated to the worldwide spending levels form iSuppli's OEM Semiconductor Spend Analysis Tool to determine the global breakdown of design influence by application.

Forecasts and Features

- Executive Summary PDF (included only in the All Regions version)
- Time Period, Frequency
  - 2006, 2007, 2008, 2009, and 2010
  - Semi-annual updates
- Measures
  - Semiconductor design influence measured in dollars of spend impacted by designs in specific country/region
- Detail
  - 38 device categories by 10 applications
- R&D Center Database

Countries and Regions

- Americas
  - US
  - Canada
  - Mexico
  - Brazil
  - Argentina
  - Rest of Americas
- EMEA
  - Austria
  - Belgium
  - Czech Republic
  - Denmark
  - Finland
  - France
  - Germany
  - Hungary
  - Ireland
  - Israel
  - Italy
  - Netherlands
  - Norway
  - Poland
  - Portugal
  - Romania
  - Russia
  - Slovakia
  - South Africa
  - Span
  - Sweden
  - Switzerland
  - Turkey
  - UK
  - Rest of EMEA
- Asia-Pacific
  - Australia
  - China/HK
  - India
  - Indonesia
  - Malaysia
  - New Zealand
  - Philippines
  - South Korea
  - Singapore
  - Taiwan
  - Thailand
  - Rest of AP
- Japan

Applications / Markets

- Automotive Electronics
- Computer Platforms
- Computer Peripherals
- Consumer Electronics
- Industrial Electronics
- Medical Electronics
- Military/Aerospace Electronics
- Power
- Wireless Communications
- Wired Communications

Semiconductor Segments

- Total Semiconductor
- Total IC
- Memory IC
  - DRAM
  - SRAM
  - Flash
  - NAND/NOR
  - Other Non-Volatile
  - Other Memory
- Microcomponent IC
  - MPU
  - MCU
  - DSP
- Logic IC
  - Standard Logic
  - Display Drivers
  - PLD/FPGA
  - Logic ASSP
  - ASIC
- Analog IC
  - Standard Linear
    - Amplifier/Comparator
    - Voltage
    - Regulator/Reference
    - Data Converters
    - Interface
  - Analog ASSP
- Discrete
  - Power Transistors & Thrysistor
  - RF and Microwave
  - Rectifier & Power Diodes
  - Small Signal & Other Discretes
- Optical Semiconductors
  - Image Sensors
  - Laser Diodes
  - LEDs
  - Other Optical
- Sensors and Actuators

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OEMs / Brands

3Com
ABB
Abbott Laboratories
Acer
Agfa-Gevaert
Agilent Technologies
Aisin Seiki
Alcatel-Lucent
Alps Electric
Apple
Applied Materials
Arcelik
ASML
Asustek Computer
AU Optronics
AutoLiv
Avaya
BAE Systems
Boeing
Bosch Group
Bose
Boston Scientific
Brocade
Brother Industries
Bull
Canon
Casio Computer
Cisco Systems
Continental AG
Creative Technology
Daewoo Electronics
Danaher
Dell
Delphi
Delta Electronics
Denso
Diebold
EADS
Eastman Kodak
Eaton
Electrolux
Elitegroup Computer
Embraer
EMC
Emerson Electric
Ericsson
Fuji Electric
Fuji Film
Fujitsu
Fujitsu Siemens
Funai Electric
Garmin
Gemalto
General Dynamics
General Electric
Giesecke & Devrient
Haier Group
Hannstar Display
Harman International
Harris
Heidelberg
Hella
Hewlett-Packard
Hisense Group
Hitachi
Honeywell
Huawei Technologies
Humax
IBM
IGT
Indesit
Ingenico
Ingersoll Rand
Intel
Invensys
Inventec Appliance
Inventec Corp.
Itautec
ITT Industries
Johnson & Johnson
Johnson Controls
Juniper Networks
Kenwood
Kingston Technology
KLA-Tencor
Konica - Minolta
Konka Group
Kyocera
L-3 Communications
Lear
Lenovo
Lexmark
LG Electronics
LG Display
Lite-on Group
Lockheed Martin
Logitech
Magna International
Magneti Marelli / Fiat
Maxdata
Medion
Medtronic
Microsoft
Micro-Star
Midea Group
Mitac Group
Mitsubishi Electric
Motorola
NCR
NEC
Network Appliance
Nikon
Nintendo
Nokia
Nortel Networks
Northrop Grumman
Novellus
Oberthur Card Systems
OCE
OKI Electric
Olympus
Omron
Pace Micro Technology
Palm
Panasonic
Pantech Group
Philips Electronics
Pioneer
Pitney Bowes
Qisda
Raytheon
Ricoh
RIM
Roche
Rockwell Automation
Rockwell Collins
Safran
Samsung Electronics
Samsung SDI
Samsung Techwin
SanDisk
Sanyo
Schneider Electric
Seagate Technology
Seiko Epson
Sharp
Sichuan Changhong Electric
Siemens
Sitronics
Skyworth
Smiths Group
Sony
Sony-Ericsson
SPX
St. Jude Medical
Sun Microsystems
Symbol Technologies
Tatung
TCL
Tellabs
Teradyne
Textron
Thales Group
Thermo Fisher Scientific
Thomson Group
Tokyo Electron
TomTom
Toshiba
TRW Automotive
Tyco
Unisys
United Technologies
UTStarcom
Valeo
Vestel Group
Videocon
Viewsonic
Visteon
VTech
Western Digital
Whirlpool
Wincor Nixdorf
Xerox
Yamaha
Yokogawa Electric
ZTE

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