

Teardown Analysis

Know Exactly What Your Competitors Are Building

Critical Questions Answered

- How competitive are our designs from a technical perspective?
- Where does our competition stand in terms of design sophistication?
- Are our costs in line with those of our competitors?
- How much does it cost our competitors to add certain product features?
- How can we better position and differentiate our products

Who Should Use This Tool?

- OEMs
 - Market Research Managers
 - Competitive Intelligence Managers
 - Strategic Product Marketing Managers
 - Strategic Design / Technical Managers
 - Strategic Purchasing Management
- Component Manufacturers
 - Strategic Product Marketing Managers
 - Market Research Managers
- Service Providers
 - Strategic Purchasing Management

The teardown analysis service from iSuppli provides complete, detailed analyses of electronic devices such as wireless handsets, digital cameras, PDAs, or laptop computers. iSuppli delivers a complete assessment of all electronic, electro-mechanical, and mechanical components. This iSuppli service is the ultimate competitive benchmarking tool -- providing the highest quality view available of the design and manufacturing of competing device models, as well as the costs to build the equipment.

The teardown analysis is presented online to provide users maximum flexibility in reviewing and using the teardown information. Included are: photo analysis, summary analysis, component cost tables and graphical representation, and downloadable Excel BOM file.

The screenshot shows the iLibrary website interface for a teardown analysis of an Apple iPod Video 30GB. The page layout includes a top navigation bar with links for Logout, iLibrary Home, News, Events, Profile, and Help, along with contact information. A user-specific welcome message is displayed. The main content area is titled 'Teardown > Apple iPod Video 30GB' and includes a 'Download Files' section with links to a Spreadsheet (405KB), a Word Report (6.2MB), a PDF Report (4.0MB), and Photos (6.9MB). An 'Executive Summary' section is visible, containing 'Main Features', 'Marketing/Positioning', and 'Overview' subsections. To the right, there are images of the iPod device and a navigation menu for 'Online Teardown Navigation' with links to Overview, Storage Device, Display Module, Main PCB, Battery, Clickwheel Flex PCB, Other - Enclosures / Final Assembly, Box Contents, and Interconnect Flex PCB. A 'View Features >>' link is also present.

For customer-driven projects, iSuppli conducts a preliminary meeting with the client to assess goals; review standard project scope and deliverables; and establish costs and a timeline for delivery. iSuppli can accommodate a wide variety of specific information requirements, which may be beyond the scope of our 'standard' offering, including such services as functional equipment testing, analysis of modules, silicon die analyses, etc. The service fee does not include the cost of the device being analyzed. Customers are responsible for providing the device for analysis.

Deliverables

The teardown analysis is presented online to provide users maximum flexibility in reviewing and using the teardown information.

Included are:

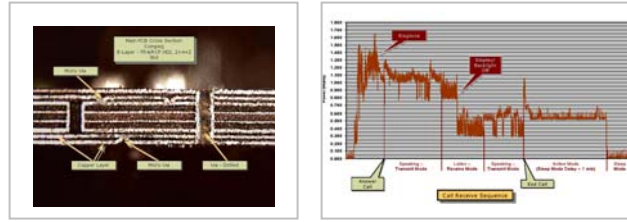
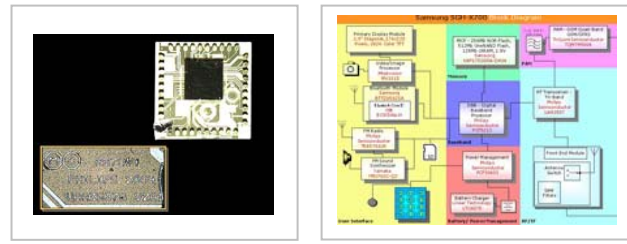
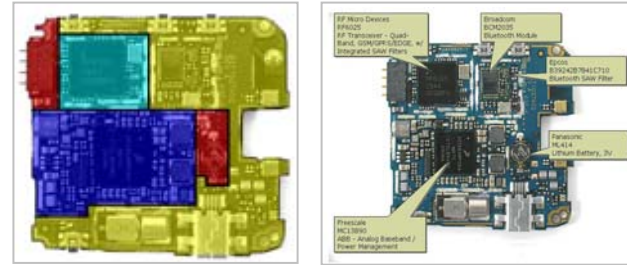
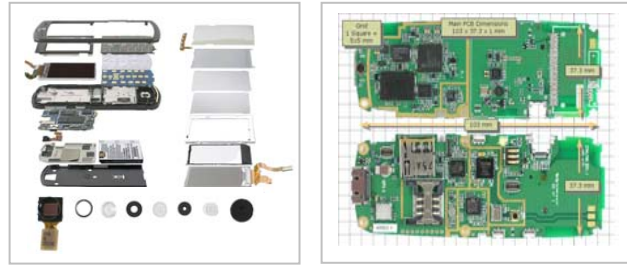
- photo analysis
- summary analysis
- component cost tables and graphical representation
- downloadable Excel BOM file

Photo Analysis

- Exploded Disassembly view of Phone, Display, camera modules, etc.
- Main PCB with Grid Reference
- Block diagrams providing a functional analysis of the device analyzed
- Color coded Functional areas
- Major Component ID
- Microscopic Dies shots and marking photos
- Microscopic Display and image sensor photos
- Close up PCB layer photos
- Annotated digital photos (thumbnail or full size view) of all sub-assemblies -- including printed circuit boards -- highlighting regions by function, manufacturers' names, part numbers, etc.
- Copy and paste either sized picture for customized internal editing and analysis

Summary Analysis

- Commentary from iSuppli analysts is provided for each specific assembly level
- Copy and paste text for customized internal reports



Teardown Analysis



Component Cost Tables and Graphical Representation

- Several analysis tables are available by Assembly, Function, Component Family, and Component Type
- Within each table, Percent of Component Cost, Component Cost, and Quantity are calculated and shown for Direct material cost and Conversion cost
- Download tables in Excel for customized internal editing or copy and paste pie charts for customized internal reports

BOM Excel File

- Provides a complete list of all electronic, electro-mechanical, and mechanical components used with line item details including measurements, manufacturer names, part numbers, component and insertion costs. Multiple spreadsheet tabs are provided with :
 - Analysis of insertion, test, assembly and overall manufacturing costs
 - Notes and explanations of costing methodologies

Downloads

- Excel BOM
- Zip file of high resolution photos

The screenshot displays the iSuppli Teardown Analysis software interface. It features several interconnected spreadsheets and summary views:

- BOM (Bill of Materials):** A detailed table listing components with columns for Index, Model, Cost Type, Assembly, Sub-Assembly, Location, Component Family, Component Type, Qty, Manufacturing Name, and Manufacturer Part Number.
- Cost Summaries:** A summary view showing component family and assembly-level cost breakdowns.
- Component Family Summary:** A table and pie chart showing the percentage contribution of different component families to the total cost.
- Test Calculation Sheet:** A detailed view of testing costs, including PCB level testing and assembly test costs.
- Assumptions:** A table defining key parameters for the analysis, such as Lifetime Production Volume (400,000), Product Lifetime (2 years), and Loaded Local Labor Rate Assumption (\$23.28).