

## Application Market Forecast Tool (AMFT)™

## To Grow, You Have to Know the Market

By Dale Ford, Senior Vice President

**Two Forecasts**

- Semiconductor Shipment
- Semiconductor Consumption

Factors driving variance between shipment and consumption forecasts:

- Inventory build or burn
- Supply chain costs imposed by brokers, distributors, etc.
- Scrapped inventory
- Completely captive suppliers not included in production data

**Four Versions****Worldwide**

- 48 semiconductor segments
- 95 application markets
- Annual forecasts

**Regional**

- 48 semiconductor segments
- 95 application markets
- Annual forecasts
- WW, Americas, EMEA, Japan, Asia-Pacific

**Quarterly Detail**

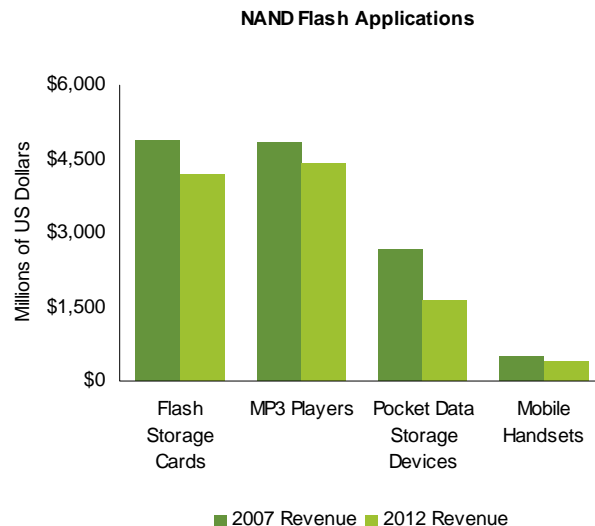
- 48 semiconductor segments
- 41 application markets
- Quarterly forecasts
- Worldwide

**Asia-Pacific**

- 48 semiconductor segments
- 95 application markets
- Quarterly forecasts
- Total Asia-Pacific, China/Hong Kong, S. Korea, Taiwan, Singapore/Malaysia, India, Rest of Asia-Pacific

As an enhancement to iSuppli's Application Market Services, this Excel-based tool gives you direct access to the comprehensive forecast database compiled by iSuppli Corp.'s worldwide group of industry experts. The easy-to-use selection menus allow you to quickly extract critical data and perform your own analysis across more than 100 applications equipment markets. The Application Market Forecast Tool (AMFT)™ lets you view actual and forecast data by application equipment or by more than 40 semiconductor device categories. You can create top line market views or drill down into detailed analysis of a specific semiconductor component or application equipment category. The resulting information can support key business initiatives such as:

- Identifying markets for entry or exit
- Anticipating demand for future production quantities and associated semiconductor costs
- Positioning services to target specific markets that offer the greatest revenue or growth opportunity
- Ensuring that product mix is aligned with the marketplace

**Critical Questions Answered**

- What are the relative market growth opportunities in the various application equipment markets?
- Where should I direct my product development, sales and R&D investments?
- Are changes in my revenue due to competitive or market dynamics?
- What types of equipment or support products/services will be demanded in the future?

**Who Should Use This Tool?**

- Semiconductor Suppliers
  - Market Research Managers
  - Product Marketing Managers
  - Sales Manager
  - Forecast & Planning Managers
- EMS Companies
  - Strategic Planning Managers
- Semiconductor Industry Service or Product Support Companies
  - Strategic Market Managers

### Lead Analyst

#### **Dale Ford, Senior Vice President**

Dale Ford is a well-respected industry analyst with years of experience producing award winning market research reports and leading a team of analysts at Dataquest/Gartner Group recognized for being leading contributors within the organization. At iSuppli, Dale manages the research teams responsible for competitive analysis, forecasting, and supply/demand research of the electronics components industry. In addition, Dale focuses on research and enhanced visibility on the products, technologies, and players shaping the wireless communications market.

Dale was Chief Analyst and Director for Dataquest/Gartner Group, leading a team that delivered market research in seven syndicated services covering semiconductor applications, supply and pricing, and detailed equipment analysis. Prior to Dataquest/Gartner Group, he served at Sun Microsystems as a Product Marketing Associate.

Dale earned a BSEE degree with honors from Brigham Young University and an MBA from The Wharton School.

### Menu Options to Create Custom Views

#### **Electronic Equipment Factory Production Data by Application Market**

- Provides factory shipments and revenue forecasts by application equipment category, as well as annual growth rates. You can also view semiconductor revenue and content for the application equipment categories selected.

#### **Semiconductor Device Data by Application Markets**

- View revenue forecasts for specific semiconductor components by application equipment categories. Presents the total revenue forecast for the semiconductor devices selected and the revenue share that each application equipment category represents.

#### **Application Market Data by Semiconductor Devices**

- Presents revenue forecasts for the specific semiconductor components within the application equipment categories selected. Also available for each semiconductor device is its share of the total semiconductor revenue of that application equipment.

#### **Application Market Rankings**

- Lets you rank the application markets for the semiconductor market selected by either market size or growth.

#### **Pivot Tables**

- Provides you another way to search and organize these valuable databases and can be used to create flat file tables as requested